



## NEWS: EUROPE

# EU acts on minimum energy tax rates

By Leyla Boufoun,  
Environment Correspondent

Proposals to extend minimum tax rates to all forms of energy in the European Union are being prepared in Brussels as a substitute for the European Commission's ill-fated carbon tax.

A draft directive, which is likely to be submitted to EU governments by the Commission early next year, would for the first time set minimum tax rates for coal, natural gas and electricity.

It also recommends that the EU agree in principle to a tax on aviation fuel, pending amendments to the international agreements which at present prohibit such taxation.

The Commission is expected to propose the new minimum rates together with a rise in existing EU thresholds for petrol, diesel, heating fuel and heavy oil.

The new minimum rate per tonne of petrol, for instance, would rise from

## Taxes on energy products in the EU: new minimum rates

	Petrol	Liquid fuel petrol	Diesel	Heating oil	Heavy fuel	Coal	Natural gas	Electricity (industrial consumption)	Electricity (household consumption)	Electricity (nuclear production)
	(Ecu per 1,000 litres consumed)	(Ecu per 1,000 kg consumed)						(Ecu per MWh)		
Existing EU minimum rates	430	430	343	21	16	5	7	1	1	1
Proposed minimum rates	460	430	343	21	16	5	7	1	1	1
Existing rates in selected countries										
Denmark	340	340	340	340	340	340	340	1.1	1.1	1.1
France	586	556	334	75	24	—	11	0.9%	6.5%	—
Germany	579	526	334	354	43	—	6-12	1.9	1.9	—
Italy	525	484	354	354	43	—	6-12	1.9	1.9	—
Ireland	400	320	250	250	250	—	—	—	—	—
UK	472	414	414	28	22	—	—	—	—	—

Source: European Commission Directorate-General for Customs and Taxation

Ecu337 to Ecu460, representing an 17 per cent increase in real terms.

The aim of the plan drafted by the indirect taxation directorate is twofold: further to harmonise taxes as EU energy markets are liberalised and to combat environmental threats from the consumption of fossil fuels. Chief of these is global warming, caused by carbon and other greenhouse gas

individual states to introduce national carbon taxes – intended to combat global warming – without forcing them on other states which were less keen on the idea.

The plan is likely to arouse fierce controversy as taxation is one of the most jealously guarded preserves of national governments.

But officials said that setting minimum rates across the board would enable individual states to introduce national carbon taxes – intended to combat global warming – without forcing them on other states which were less keen on the idea.

If the proposal is approved by EU ministers, the Commission is likely to withdraw its vexed proposal for a unified EU carbon tax. The Commission's attempt to introduce a harmonised EU carbon tax founded on the

resistance in principle of the UK, while other countries have worried about its impact on their international competitiveness.

Cefic, the European chemical industry association, recently joined forces with other energy-intensive industries to warn the Commission against pursuing carbon tax substitutes to the detriment of their international competitiveness.

However, in an attempt to

pre-empt such protests, Commission officials have also incorporated a series of concessions to industry in the draft directive.

These include exemptions for businesses that are energy-intensive, or adopt energy conservation measures, or generate electricity from renewable sources.

A report accompanying the draft directive argues that the main victim of the proposals would be energy imports from outside the EU, but that the bloc's international competitiveness would be "practically untouched".

This is because governments would be able to offset the tax increases with cuts in payroll taxes, thus keeping costs unchanged for business, and even promoting employment. Or they could use the extra revenue to reduce budget deficits, contributing to a lowering of interest rates that would also benefit their economies.

Inflationary impacts within the EU would also be mitigated by increased energy saving by consumers.

## German jobless at fresh post-war record

By Ralph Atkins in Bonn

Germany's unemployment level reached another post-war record in November after a larger-than-expected monthly increase highlighted the fitful character of the country's economic recovery.

Seasonally adjusted unemployment rose 50,000 to 4.1m last month, the federal labour office in Nuremberg said yesterday. Mr Bernhard Jagoda, federal labour office president, said: "Economic recovery and growth have so far not had the effect of preventing the unfavourable development of the labour market."

The figures came as unions and employers in electrical and metal industries reached a surprise deal in Lower Saxony which will override the intentions of recent legislation and retain sick pay levels at 100 per cent of wages.

The deal could provide a model for settlements in other regions.

Although employers achieved some savings in total employment bills, the settlement may prove a setback for those in the ruling coalition of Chancellor Helmut Kohl seeking to boost the country's competitiveness and reduce unemployment through lower labour costs.

The unemployment figures followed other statistics this week which suggested the German economy, although growing, is not on a steady recovery path.

Seasonally adjusted gross domestic product in the three months to September was 1 per cent higher than the previous quarter, but figures for industrial production in October showed a steep decline compared with September. Manufacturing orders rose in October but not enough to offset a fall in services.

Unemployment rose in all regions of Germany last month. The seasonally adjusted number of unemployed in west Germany increased by 34,000 to 2.924m and in east Germany by 17,000 to 1.176m.

## Job creation in the firing line

Public spending cuts threaten 'make work' schemes that have benefited the unemployed in eastern Germany, writes Lucy Simey

"Our coffee is better than yours!" shouts Mr Bernd Froerzetz from the train to builders on the platform slurring from a Thermos.

One of 162 workers serving coffee, tea and snacks from trolleys on Berlin's overground S-bahn system, Mr Froerzetz has picked up the importance of cheap advertising if you work for a job creation scheme on a one-year contract where the funds are under threat.

It is estimated that eastern Germany's unadjusted unemployment level of 15 per cent would rise to 28 per cent without job creation measures, but the government is committed to cutting 2.5 per cent from next year's public spending.

With German unemployment topping 4m, according to yesterday's figures, the government faced tough questions last week in the parliamentary budget debate about its intentions towards jobless in the east.

The majority of those on job creation schemes work, like Mr Froerzetz, in Arbeitsbeschaffungsmaßnahmen (ABMs), the all too honestly named "make work" programmes.

Government supporters say the reduction in funding will be accompanied by changes to legislation minimising the actual cuts in the number of job creation

places by reducing instead the payment workers will receive and by increasing measures such as 249(h).

Mr Wolfgang Vogt MP, head of the Christian Democratic Employers Association, estimates that the total number of job creation places will fall by only 7,000. However, an opposition SPD member, Mr Ottmar Schreier, says: "In real terms [the cuts mean] that about two thirds of all funded activities will be cut by the year 2000... In this situation the proposed cuts in the active employment support programme lack all justification."

In theory, experience on an ABM scheme should ease the path of workers either to 249(h) places in companies or to real jobs. The reality for many of eastern Germany's long-term unemployed is different. But it is estimated that less than 20 per cent of those on the job creation programmes go on to get real jobs. Alternating one year on an ABM scheme with one year of unemployment is as common as it is demoralising, creating an expensive tier of society in a second labour market who will never make it into real jobs.

Spresso, the coffee and snacks ABM which employs

162 people, has been hit by a 20 per cent cut in its funding. Mr Froerzetz, planned to employ 165 people, four of them social workers. Rules on participants say they must have been unemployed for more than a year – Spresso has one worker who had been unemployed since 1982.

ABM workers are also only guaranteed work for a year, after which they may have to give up their place to someone else who has been unemployed for longer than a year.

While the Spresso project, which has been running since March, is popular with travellers it could never become a commercial concern because of the cost of labour, says Mr Arik Komets, its head of personnel. He is deeply concerned about the prospective funding cuts. Supported by the local labour office and the Berlin senate, Spresso is already under pressure. Last month, the senate confirmed there would be enough money for the project to continue until March; thereafter things are uncertain.

As Mr Komets says: "We have people here who would have great difficulty ever finding adequate employment in a free market economy."

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## Italy welcomes falling inflation

By Robert Graham in Rome

Italy's inflation has come down to an annualised 2.6 per cent, a level not touched since 1989. But good news on inflation is balanced by concern over outstanding wage deals.

The monthly increase in consumer prices was 0.3 per cent in November, reported Istat, the official statistics institute. If tobacco were to be included in the basket of items, in line with European Union policy, the annualised rate would be 2.7 per cent.

These figures were widely expected after preliminary data released last month on the trend in Italy's big cities. Nevertheless, they were welcomed by the government as evidence of the soundness of its economic policies.

However, trade unions were cautious. A spokesman for the CGIL, the largest trade union confederation, said: "The fall in prices is the result of an alarming price drop in demand; and this is a clear signal of recession."

The government is concerned that part of the fall in inflation is attributable to depressed domestic demand. Mr Romano Prodi, the prime minister, said: "The decline in inflation is as yet by no means sufficient to ensure our economic recovery; we also need the cost of money to come down."

Prices have fallen steadily over the past 12 months apart from minor blips in April and September. The government had anticipated year-end inflation would be running at 3 per cent and has fixed a 1997 target of 2.5 per cent.

Last month an important element in the continued fall was a decline in the impact

of foodstuffs. These account for fifth of items in the consumer price index and last month they increased a mere 0.1 per cent. On an annualised basis the biggest pressure on prices comes from housing, fuel, electricity and water, which are increasing at 4.9 per cent.

However, the Bank of Italy is also concerned about potential inflationary pressures from wages – an anxiety that has been holding back a further cut in interest rates. Negotiations over a key new wage contract for 1.6m engineering workers are stalled. But if the unions win concessions this would have an immediate impact on other pending wage deals, since engineering wages have always been regarded as the benchmark for other sectors.

The main sticking point is a demand by the engineering unions to recover a substantial amount of lost earnings eroded by inflation since 1993.

This, they claim, is due under a wages and productivity agreement signed by the government, employers and unions in 1993.

"Mission impossible" is how one senior European Union diplomat described the task of revising the Maastricht treaty yesterday. By that yardstick, the Irish presidency's draft text is no mean achievement.

The 140-page document is readable, well-organised, and cautious in scope, with the exception of proposals for creating a common area of "freedom, security and justice" among the 15 member states.

The paper is not a treaty; it is intended to serve as a basis for further negotiation at the Inter-Governmental Conference.

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For foreign policy, the treaty text calls for a limited extension of the European Commission's authority in trade negotiations covering services, intellectual property, and immigration, as well as strengthened co-operation between governments and national police forces to tackle organised crime, terrorism and drug traffickers.

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• The Union and its citizens. The highlight is a "Jobs Chapter" which calls for the promotion of a "high level of employment", common guidelines on employment, and a new committee of Brussels-based civil servants monitoring the policy.

The Irish share the general view that these questions can only be settled in last-minute horse-trading. Their focus, therefore, comes down to four areas where common interests – if not necessarily common approaches – can

arm, and for an incorporation of the "Petersburg tasks" covering humanitarian aid and peacekeeping in the treaty. Military and defence decisions would still be made by unanimity.

In addition, the Irish think that the Union should be endowed with a "legal personality" which would allow the rotating EU presidency to negotiate agreements on behalf of the rest of the members, subject to unanimous authorisation and approval. The idea is to make it easier for the Union to be an external actor beyond trade matters.

• Institutions. The report says that it is desirable to strengthen the European Parliament's role as a legislator. Legislative decision-making should be reduced to three processes.

French state-owned Aérospatiale revealed yesterday it was suing part of the Lagardère group for allegedly failing to respect their joint development agreement on the Apache family of missiles when Lagardère teamed with British Aerospace to win a \$250m (£160m) UK contract for Storm Shadow, an Apache derivative, early this year.

The complaint, filed in Paris in September, focuses on the alleged failure of Matra-Défense, a Lagardère subsidiary, either to respect the Aérospatiale's intellectual property in the Storm Shadow project or to give it any subcontracting work from the UK programme. The case is expected to be heard next month.

The row is another instance of what appears to be growing ill-will between French defence contractors, all jockeying for position for the restructuring of the arms industry, when it finally comes.

David Buchan, Paris

## ECONOMIC WATCH

### Growth forecasts raised

Norway

Norway's bureau of statistics yesterday raised its forecasts for economic growth, emphasising the strong upturn the oil-fuelled nation is already enjoying. It said it expected gross domestic product to grow by 4.8 per cent this year, against its earlier 4.8 per cent, and by 3 per cent in 1997 against previous expectations of 2.3 per cent.

The bureau said GDP excluding oil and gas and shipping had grown 2.8 per cent in the year to the third quarter, and it now expected 2.7 per cent in 1997 rather than 2.4 per cent. These forecasts remained below those of the finance ministry, however, which is expecting 5.4 per cent this year and 3.1 per cent next. The government's chief concern is overheating, prompting it to tighten its fiscal stance to balance a big increase in private consumption. The statistics bureau forecast inflation at 2.8 per cent in 1997, slightly below the ministry's 2.5 per cent.

Hugh Carnegy, Stockholm

JULY 1997



## NEWS: INTERNATIONAL

# Protect public access to databases, says US

By Frances Williams  
in Geneva

US officials yesterday sought to allay concerns in the US and elsewhere that a new international treaty to protect databases from unauthorised copying will restrict public access to information.

Mr Bruce Lehman, head of the US Patent and Trademark Office, said Washington would not endorse any database protection treaty that "locks up facts".

Opponents of the draft pact, one of three intellectual property treaties being discussed at a meeting in Geneva of the World Intellectual Property Organisation (Wipo), say its provisions are too sweeping.

They fear the proposed accord would permit database owners to license virtually all uses of the information contained in them, whether they be court opinions, sports statistics, bibliographies or scientific data.

Mr Lehman said yesterday that the US government recognised these concerns and would not back a treaty unless they were satisfactorily addressed.

The objective of the accord was not to impede use of factual information but to prevent the theft of a substantial investment, he said. Databases can be very expensive to compile but can be copied and distributed electronically with the touch of a few computer keys.

The pact as drafted would establish a special form of protection for databases that involve a "substantial investment" of resources, requiring users to seek authorisation if they want to copy all or "a substantial part".

Noting that the European Union already has a directive on databases, Mr Lehman said the US also saw the need for some kind of database protection. How-

ever, though Washington had put forward some treaty language, it was open to discussion of the details.

He said the chances of agreeing a database treaty at the Geneva meeting, which ends on December 20, were anyway "very remote" because procedural delays meant the three-week conference had yet to begin substantive discussions.

Wipo officials conceded even before the meeting started that the database treaty might not be approved. It was only earlier this year that Brussels proposed "internationalising" its database directive and there has been relatively little discussion outside Europe of issues involved.

If the pact is not accepted this time it is likely to resurface at a Wipo meeting next April in Manila which is due to consider intellectual property protection affecting broadcasters.

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# Iraq oil shakes Gulf states' unity

Policy divisions over Iraq - and the discovery of embargoed Iraqi gas-oil exports through the United Arab Emirates - have added to disunity among the six states of the Gulf Co-operation Council (GCC) before their annual summit starting tomorrow in Qatar's capital, Doha.

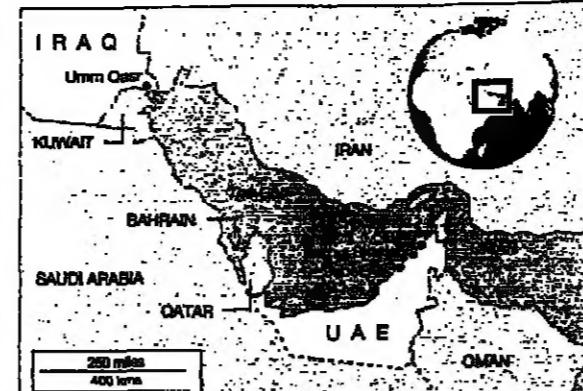
The GCC links Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE in a loose political, defence and economic agreement. Together they own more than 40 per cent of proven global oil reserves.

The UAE, which for more than a year has been urging Arab reconciliation with Iraq, went a step further last week by suggesting that regional states should "normalise" their ties in spite of UN sanctions.

Speaking in the UAE capital Abu Dhabi, Mr William Perry, US defence secretary said any normalisation of relations with Iraq would be "premature".

When it comes to the GCC heads of state meeting, diplomats say, the UAE is expected to move cautiously on Iraq for three main reasons:

■ First, Gulf states' policy towards Iraq is the longest-



standing big issue for the group and represents unfinished business. To scrap unfinished business on the spur of the moment sets the worst possible precedent, the diplomats say. Should the UAE need the GCC's support on an important issue in the future - for example, Iran's occupation of Gulf islands claimed by the UAE - any one or more of the other five could say: "Why should we help you over the islands when you broke unity over Iraq?" The UAE would have this thrown back in its face, diplomats say, and "it has

more than enough wisdom to understand this".

■ Second, if the GCC restored relations with Iraq, this would "send a message to Baghdad that Gulf states are a weak and accommodating group willing to help Iraq defy UN sanctions provided Iraq stays down the international community long enough. This too," the diplomats said, "would set a precedent which is not in the GCC's interest."

■ Third, for the UAE or GCC to break UN ranks "would be received with relief by the incumbents in Baghdad that regardless of how strictly the UN monitors the oil-for-food deal, the GCC can be relied on to provide a loophole," according to a diplomat.

British and US intelligence officials are reported to be already "seriously concerned" at the way Iraqi middle distillate gas-oil and diesel are finding their way to UAE ports.

Western air and naval surveillance in the Gulf shows "constant" shipments of Iraqi gas-oil leaving Umm Qasr at the mouth of the

Gulf and moving inside Iran's territorial waters, before berthing at Iranian ports.

Without unloading, the ships then cross the Gulf to the UAE, having swapped counterfeit certificates of origin for "genuine" ones.

They are seen unloading their cargo at Dubai's Jebel Ali, "and two smaller ports in the northern emirates" - understood, but not confirmed, to be Sharjah and Ajman.

The gas-oil is then imported into the UAE itself, either for domestic consumption where it would have to undergo local products, or more likely for re-export by road through the UAE or by sea on local *ships* to other GCC states. Most, however, is thought to go by *ships* to the Indian sub-continent.

Diplomats say Kuwait, Saudi Arabia and Bahrain, as well as the US and UK, all "hope to see the UAE restoring a measure of discipline among those of its members where respect for UN sanctions is somewhat lax".

Robin Allen

# Economy seen as key to Ghanaian election

**G**hana's reputation as Africa's political and economic trend-setter means the outcome of tomorrow's presidential and parliamentary election is likely to be closely watched by multilateral institutions operating in a region where democracy remains rooted on uncertain foundations.

The indications are that President Jerry Rawlings, the military ruler for a decade before his victory at the ballot box in 1992, may be hard pushed to keep his job.

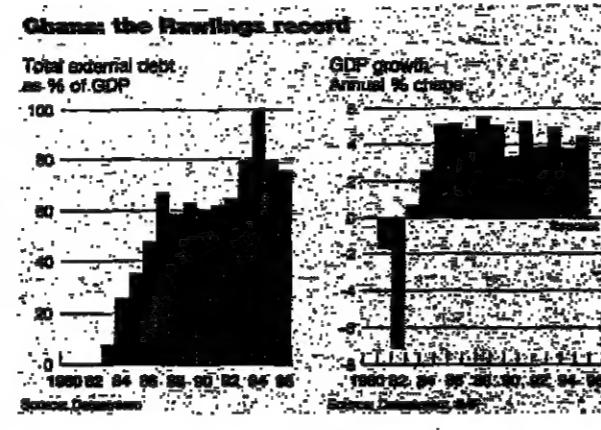
Initially a populist radical, Mr Rawlings was the first in Africa to embrace economic reforms inspired by the World Bank and International Monetary Fund, before again leading the way as the first to abandon his fatigues and compete for power at the polls.

The gold- and cocoa-based economy has been the focus of campaigning, with Mr Rawlings' most serious opponent, Mr John Kufour, arguing that after 15 years of structural adjustment, average annual wages remain below \$500, unemployment is high, inflation hovers at about 50 per cent and foreign debt constitutes nearly 80 per cent of gross domestic product.

He further complains of unpunished corruption in high places.

Mr Kufour, an Oxford-educated lawyer who leads an awkward alliance of his own conservative New Patriotic party and the more populist People's Convention party, advocates a quickening of the pace of economic reform and privatisation.

The president's supporters point to a record of consistent economic growth since 1983, reversing Ghana's slide from relative prosperity at independence to poverty and decay during the 1960s and 1970s.



"It's very close," said one western diplomat in the capital, Accra. "The opposition are doing well in the towns but Rawlings is strong in the country. It has made for a very tense last few days."

In the central city of Kumasi last weekend, competition between opposition and government supporters spilled over into violence.

Tensions have not been eased by Mr Kufour's choice of running mate: Mr Kow

between gangs of what are known locally as "macho boys", in which one person was killed. Lurid accounts of the confrontation in partisan newspapers have contributed to unease elsewhere, including Accra and several other towns.

Whichever candidate emerges victorious will require more than 50 per cent of the vote to avoid a run-off later this month.

Antony Goldman

## NEWS: WORLD TRADE

# US and Japan in a tangle on insurance

Michiyo Nakamoto reports on why Tokyo hesitates to deregulate its life and non-life sector

**U**S and Japanese trade negotiators meet in Tokyo today with little more than a week to resolve a bitter dispute over access to Japan's insurance market, the second largest in the world.

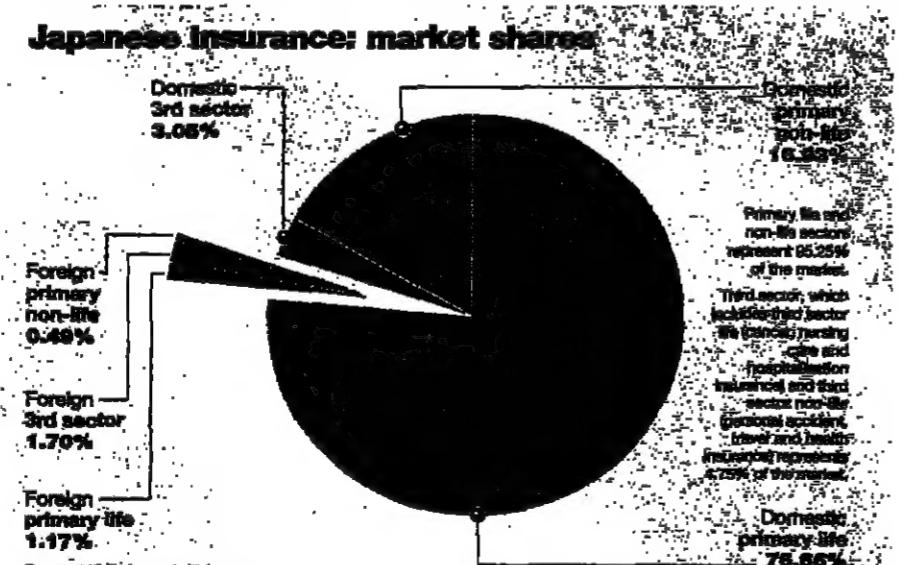
Ms Charlene Barshefsky, acting US Trade Representative, and Mr Hiroshi Mitsuoka, Japan's finance minister, will begin what are expected to be final negotiations before a self-imposed December 15 deadline for settling the argument.

Earlier deadlines have been passed without agreement and failure this time could lead to sanctions by the US.

The dispute, which stems from a 1994 agreement on liberalisation of Japan's insurance market, centres on two main issues: deregulation of the primary markets of life and non-life insurance and protection of the interests of companies dependent on the third sector of the market, which covers such products as accident insurance.

The US is unhappy about the slow progress made in deregulating the primary markets and about Japanese plans to allow domestic life and non-life insurance companies into the third sector through subsidiaries.

Because of stringent rules on the rates and types of insurance products and on how those products may be distributed, says the US, foreign companies are prevented from using their



expertise to offer competitive prices or innovative products.

For example, rates for motor insurance, which makes up nearly 50 per cent of the non-life insurance market, are strictly regulated by a rating association which sets more or less uniform rates for everyone, regardless of age or region. The US argues that if rates are liberalised, good drivers would not have to subsidise bad drivers and more efficient companies could compete on the basis of cheaper rates.

At the same time, the US is concerned that the entry of Japanese companies into the third sector could damage

the interests of foreign companies, many of which have carved out a profitable niche in third sector products, such as personal accident and cancer insurance.

AJU, the US group, has the largest share of Japan's travel insurance market, according to ING Barings.

Such deregulation of the third sector, the US claims, is in breach of the 1994 agreement in which Japan promised to avoid radical change in the business environment of the third sector and substantially to deregulate the primary sectors before liberalising the third sector.

The Japanese counter that they have in fact imple-

mented substantial deregulation of the primary sectors and that the liberalisation measures introduced in the third sector do not constitute radical change.

The ministry of finance has given way on a US demand to allow direct mail motor insurance, which had been adamantly opposed by the Japanese industry.

The Japanese are particularly worried about the disruptive effects that a sudden injection of competition would have on a society that treasures harmony and on a tried and tested system in which regulation may have kept choice limited and prices high but which has ensured insurance is widely and equally available.

The deregulation advocated by the US would create a market in which those who are deemed to be bad risks will have to pay more than those who are considered good risks. "This is not acceptable to Japanese society," explains Mr Nobuo Hara, general manager of the international department at the Marine and Fire Insurance Association of Japan.

"We are not against increasing choice for the consumers," he says, "but the question is whether or not we can accept the principle of inequality."

Japanese people would find it hard to accept deregulation of motor insurance rates which could lead to younger and elderly people with higher risks, and those living in areas where the incidence of accidents is

higher, having to pay higher premiums. "This would create social disruption," says an official at the finance ministry.

The Japanese also shudder at the thought of how such deregulation would lead to people with higher risks, who would be unwilling or unable to pay the higher premiums, driving without insurance.

Although the US emphasises that deregulation would create greater choice for consumers, even independent observers are sceptical of the benefits of primary sector deregulation.

The new rules on

"tied aid" were announced yesterday by the Organisation for Economic Co-operation and Development (OECD), based on an outline agreement on the use of aid credits signed in Helsinki in 1992 as part of the OECD's Arrangement on Export Credits.

The guidelines limit aid to projects which are sound from a development perspective, but are financially unviable and therefore not able to attract credits on the market.

Export credit agencies used to help their exporters win contracts in highly competitive markets. China often demands such subsidised credit. France and Japan have most often been its providers.

The new rules bring the OECD a step closer towards a long-time goal of removing distortions in trade and competition created by government-backed export credits. During the 1980s, as much as \$10bn a year in tied aid financing was awarded, but OECD curbs last year helped limit tied aid to less than \$4bn.

Every country faces temptations and pressures to provide assistance to its exporters, and everyone is facing budgetary pressures," said Mr Jeffrey Shafer, US Treasury under-secretary for international affairs.

"As budget pressures have increased, countries have agreed to join us to exercise mutual restraint."

Under the OECD rules, wealthier developing nations are not eligible for tied-aid credits, while the poorest countries are excluded from the ruling altogether.

# Vietnam resolved to meet Afta rules

By Jeremy Grant in Hanoi

Vietnam's foreign minister, Mr Nguyen Manh Cam, yesterday reaffirmed Hanoi's commitment to meeting ambitious tariff reduction targets of the Asean Free Trade Area (Afta) and urged the country's poorly performing state sector to become competitive.

"From now to 2006, we will take all the steps necessary," he said. "In the future we will have to adapt policies more to Afta."

Under Afta rules, Vietnam has until 2006 to change its tariff structure to bring it into line with most members of the Association of South East Asian Nations (Asean). That includes cutting duties on most imports to 5 per cent or lower. Hanoi joined Asean in July last year.

Vietnam emerged from under the umbrella of Com-econ, the Soviet command-style economic grouping, only 10 years ago. Since then, its economy has seen impressive growth rates, averaging 8.5 per cent in the last three years.

However, some economists worry that Hanoi's insistence on keeping the state sector as the backbone of the economy betrays a protectionist instinct out of step with its official desire to embrace trade liberalisation.

There are also concerns that its enthusiasm for steering its state enterprises towards import substitution rather than exports may slow growth.

However, Mr Cam said state enterprises faced "a new situation" in which they had to be competitive and indicated that Vietnam saw no contradiction between this and a strategy of opening up its economy to external competitive pressure.

"If we protect the products of those enterprises, we at the same time must meet the requirements of Afta. We have to re-adjust our laws and regulations in order to integrate into the region," he said in an interview with the Financial Times.

# WTO urged to set target date for free trade

By Guy de Jonquieres

World Trade Organisation ministers were yesterday urged by a group of leading international economists to set a target date for achieving global free trade and to agree to launch a new round of comprehensive trade negotiations by the year 2000.

The 34 economists said the ministers meeting in Singapore next week should reject a US-backed demand that the WTO discuss labour standards. They said adopting a "social clause" would weaken

support for the organisation and thwart trade liberalisation.

In a joint statement published by the Stockholm school of economics, the economists urged the WTO ministers to call for the removal of all tariff and non-tariff barriers to trade by 2025.

Such a commitment would complete the liberalisation achieved by the Uruguay Round world trade agreement and would help prevent the multilateral system being undermined by the growth of discriminatory regional trading arrangements, they said.

The economists proposed that WTO ministers resolve the threat of conflict between global trade and environmental rules by "grandfathering" the main multilateral environmental agreements concluded until now.

They also urged an increase in the WTO's budget and resources. Signatories include Professors Paul Krugman, Jagdish Bhagwati and Anne Krueger of the US, Staffan Burenstam Linder and Andre Sapir from Europe, Ross Garnaut and Richard Snape from Australia and Koichi Hamada of Japan.

Mr Shinji Sato, Japan's minister of international trade and industry, yesterday confirmed that he would not go to the WTO meeting because he had to answer parliamentary questions on a scandal involving Miti officials, William Dawkins reports from Tokyo.

Mr Sato's decision to stay home is the clearest sign yet of the alarm in the seven-week-old minority government about this and another corruption scandal. Mr Yukihiko Ikeda, foreign minister, is due to attend part of the WTO meeting in Mr Sato's place.

JAPICO LTD

**Formosa Plastics group to sign landmark deal to generate and sell electricity**

## Taiwan contract to end power monopoly

By Laura Tyson in Taipei

Formosa Plastics, Taiwan's biggest industrial group, will today become the country's first private sector power supplier, ending a 50-year state monopoly and marking a milestone in Taipei's privatisation programme.

In its first foray into the power industry, the petrochemicals-to-electronics giant will sign contracts to

generate and sell electricity to Taiwan's state-owned monopoly, Taipower.

Its 1,800MW thermal power plant, estimated to cost US\$1.4bn, will break ground in Mailliao in northern Taiwan next week and is scheduled to come on line in October 1998.

Mailliao is the site of Formosa Plastics' multi-billion petrochemical complex now

under construction. It will house an oil refinery and several downstream petrochemical plants.

Demand for electricity in Taiwan is growing at a rapid rate, averaging about 6 per cent a year.

The increasing demand and the strident opposition to government plans to build the island's fourth nuclear plant in northern Taiwan were behind the decision to

open power generation to the private sector.

Formosa Plastic was one of 11 consortia which won licences last year to build and operate electricity generating plants in the initial stage of privatisation.

Under government rules, the new independent power producers must sell electricity generated by the new plants to Taipower for distribution.

If all 11 projects are completed, they would add a combined 10,800MW to Taiwan's 1996 total installed capacity of 21,900MW.

Several other private sector groups which won licences are facing financial and practical problems in constructing power plants.

Formosa has agreed to sell about 1,350MW of electricity to Taipower over three years at an undisclosed price,

starting in March 1999.

Formosa also plans to build a US\$3bn power complex in Zhangzhou, in the Chinese province of Fujian, on the south-east coast of China opposite Taiwan.

However, the project has been temporarily put on hold since August, when Taiwan's President Lee Teng-hui called on Taiwan business to slow the tide of investments to China.

### ASIA-PACIFIC NEWS DIGEST

## Patten pledge on passports

Mr Chris Patten, governor of Hong Kong, yesterday sought to remove anxieties about the treatment of British passport holders in the territory after it returns to Chinese sovereignty on July 1 next year.

Speaking to a special session of the Legislative Council, Mr Patten said the holders of passports granted under a 1990 scheme would not be treated as dual nationals. The scheme offered British passports to 50,000 Hong Kong households and covers more than 135,000 people.

Concerns had been prompted earlier this week after a senior British official noted that China regarded holders of such passports as dual nationals and therefore exempt from British consular protection. But Mr Patten pointed out yesterday that there were no differences between the special-scheme passports and other British passports.

John Riddick, Hong Kong

### HK boat camp to close

The Whitehead detention centre, one of Hong Kong's main camps for Vietnamese boat people, will be closed on January 3, signalling the beginning of the end of the problem, according to Mr Brian Bremnan, Refugee Co-ordinator. If current repatriation rates are kept up, it should be possible to close all the camps in the territory by the middle of next year, he said.

Mr Bremnan said China has demanded that all migrants be returned to Vietnam by the time it resumes sovereignty over Hong Kong on July 1. More than 61,000 Vietnamese migrants had been returned since 1989 under the territory's repatriation programmes, and 7,700 now remained in Hong Kong.

John Riddick

### Philippine inflation slows

A sharp drop in rice prices was behind the fourth consecutive monthly drop in Philippine inflation last month. It slowed from 4.7 per cent to 4.5 per cent. For the 10 months to November average inflation stood at 8.7 per cent. Rice, which makes up about 13 per cent of the consumer price index, reported weakening prices in 12 of the 16 producer regions. Government economists expect impending petrol price increases to push inflation above 5 per cent in December.

Justin Morozzi, Manila

### ADB sets Taiwan issue terms

The Asian Development Bank (ADB) yesterday set terms for its second local-currency fund-raising exercise in Taiwan. The coupon rate (fixed interest rate) for the launch of T\$7bn (\$256m) in seven-year bonds was set at 6 per cent. Rice, which makes up about 13 per cent of the consumer price index, reported weakening prices in 12 of the 16 producer regions. Government economists expect impending petrol price increases to push inflation above 5 per cent in December.

Taiwan's central bank approved the latest issue last month in an effort to internationalise and develop the cash-rich island's financial markets, although the bank's governor, Mr Shiu Yuan-jong, cautioned against moving too fast.

Laura Tyson, Taipei

### Indonesia cuts money rates

Indonesia's central bank yesterday signalled a relaxing of monetary policy by cutting interest rates on its money market certificates, the financial instruments through which banks borrow from the central bank. Interest rates on all of Bank Indonesia's money market certificates, known as SBPs, were cut by 50 basis points.

The one-week SBPU rate was cut to 15.25 per cent from 15.75 per cent, the two-week rate to 15.5 per cent (16 per cent) and all other categories, from one month to one year, to 15 per cent (16.5 per cent). The cuts sent the Jakarta Stock Exchange Composite Index to a peak of 5842.9 point, up 1.3 per cent. They mark a departure from Bank Indonesia's tight monetary policy and come at a time when Indonesia's inflation rate is at historically low levels; the November year-on-year inflation rate stood at 6.8 per cent.

Murwika Saragih, Jakarta

## Coalition for NZ 'by next week'

By Terry Hall in Wellington

Mr Jim Bolger, New Zealand's caretaker prime minister, is "98 per cent certain" a new government will be formed by next week, he said yesterday.

He was delaying recalling Parliament by two days until next Thursday to give Mr Winston Peters, leader of New Zealand First, time to decide which of the two main parties, National or Labour, he wished to join in a coalition government.

Parliament must by law meet by Friday December 18 to elect a speaker. Some MPs apparently do not want to start the first session of New Zealand's first parliament elected on a proportional system, on a date traditionally considered unlucky.

"A little more time doesn't matter in this business," Mr Bolger said. "For 60 years we've had the Maori people on the left of the political spectrum, now after seven weeks' negotiations we've got a chance to see them in the centre." Mr Peters is part-Maori.

A powerful group of New Zealand exporters yesterday criticised some economic policy proposals of Labour and New Zealand First, which it called inflationary. Labour wants to widen the Reserve Bank's target inflation band from 0.2 per cent to 0.3 per cent; New Zealand First wants it set "just below" the average figure of New Zealand's trading partners.

The exporters' group said after talks with Mr Don Brash, Reserve Bank governor, the bank should be given more flexibility in meeting its 0.2 per cent inflation target as a way of lowering value of the Kiwi dollar, up 30 per cent in the past four years.

The group, comprising the heads of 10 exporting groups, is concerned by the bank's tight monetary policy, widely blamed for the continuing rise in the dollar. Exporters said its strength meant some exporters faced ruin.

## Financier with eye to power games

James Kynge reports on the rise of a Malaysian banking magnate

A game of squash between a finance minister and the Sultan of Brunei, the world's richest man, yielded an enduring triumph for a third party, Mr Rashid Hussain.

The game ended with the Sultan saying to his partner: "Don't worry, somebody will be interested" – a reference to a large tranche of shares in Malaysian Airlines, which

will have assets of M\$32bn (\$12.7bn) after its agreed merger last week with Ewong Yik Bank. It will become the second largest Malaysian bank by profits and the third by assets after Maybank, a government-linked concern, and Bank Bumiputra, a troubled state-owned entity likely to be privatised.

"I was told I am almost the first stockbroker in the world to end up running a bank," Mr Rashid said.

His new-found national prominence is further boosted by his "national service", a post as chairman of the executive committee of Khazanah, a government-held company and investment vehicle with M\$65bn-\$80bn in assets.

The game was played some years ago but in the world of "Malaysia Inc," the hothouse co-existence between business and politics which conditions the national economy, favours are rarely forgotten. The merger betrayed signs of the government exacting repayment for the help it once granted the emerging entrepreneur.

Until last week, Mr Rashid was Malaysia's leading stockbroker with a reputation as the most prominent operator.

Over the next six months, as the deals are finalised, Mr Rashid and his family will become the controlling shareholders of a financial powerhouse called Rashid Hussain, comprising a merchant bank, a stockbroker, a retail bank, an insurance company, a leasing company and various other subunits.

The bank, DOB Holdings,

will have assets of M\$32bn (\$12.7bn) after its agreed merger last week with Ewong Yik Bank. It will become the second largest Malaysian bank by profits and the third by assets after Maybank, a government-linked concern, and Bank Bumiputra, a troubled state-owned entity likely to be privatised.

Mr Rashid says his new group will be looking to finance the expansion of Malaysian companies abroad – a central aim of the government as the Malaysian economy becomes more international. MRCB, for its part, stands a good chance of winning lucrative infrastructure projects, such as the construction of a new administrative capital, Putrajaya, near Kuala Lumpur.

Mr Rashid says he wants to keep the new holding company active and involved in value-added projects in, for example, infrastructure and privatisation.

He also wants to build up his brokerage presence in the south-east Asian region; a new representation is expected to be opened in Thailand shortly. The firm already has offices in London, New York, Indonesia, the Philippines and Singapore and is positioning itself as a home-grown expert on south-east Asia's booming economies and on Islamic finance.

In investment banking, the field that excites Mr Rashid most, there are also plans to expand abroad. But most south-east Asian countries – including Malaysia – have yet to liberalise their banking industries, making it difficult to set up anything but representative offices.

Mr Rashid wanted to float his brokerage house on the stock exchange but regulatory authorities resisted. Mr Daim, who was keen to develop the brokerage industry, stepped in and the company became, in 1988, the first securities firm to list.

"Rashid has been helped by the government that is for sure," said one former associate. "But the government's role has been relatively minor in his success."

The game of squash between Mr Daim Zainuddin, the then finance minister and still the kingmaker in Malaysia's corporate world, and the Sultan helped ensure a successful placement.

Later, help came again from Mr Daim, who now holds the post of economic adviser to the prime minister and is widely believed to have a key say in allocation of privatisation concessions.

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"But the government's role has been relatively minor in his success."

The two senators appear to have been swayed at the eleventh hour by the promise of a A\$250m package for regional Australia, to be funded from the proceeds of the share sale. "The money will be used to improve the quality of telecommunications services and enhance the employment opportunities in regional areas throughout Australia," said Senator Richard Alston, telecommunications minister.

"Low politics," retorted Mr Kim Beazley, opposition leader.

The government agreed to delay proclamation of the Telstra legislation so that an inquiry could be held into Senator Harradine's suggestion that redeemable preference shares in the telecoms giant be sold off to private investors, rather than ordinary shares.

Senator Harradine has canvassed this option strongly, though the federal treasurer has already said he does not believe it is a workable proposition.

While the "second reading" vote is a strong indication of the bill's likely success, the government cannot relax. The bill must still pass through the committee stage and a "third reading".

## Boost for Australian government on Telstra sale

By Nikki Tait in Sydney

Partial privatisation of Telstra, the Australian telecoms group wholly owned by the federal government, looks set to go ahead after two independent senators voted with the government to ensure enabling legislation was not lost in the Senate, parliament's upper house.

The government wants to sell off one-third of Telstra shares, a move which could raise around A\$30 billion for federal coffers. It would be the largest privatisation ever seen in Australia.

The ability to proceed with the sale has hung in the balance for months as the two independent senators, Mr Brian Harradine from Tasmania and Mr Mal Col-

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7

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## NEWS: UK

Managers' and technicians' body ready to campaign at Fujitsu and other big investors

## Union pushes for recognition at Siemens

By Chris Tighe  
In Newcastle upon Tyne

Siemens is about to face a campaign to grant union recognition at its greenfield plant in north-east England, the area of the UK with the greatest success in securing factory investment from other countries.

The union, Manufacturing Science and Finance, said yesterday that if it made a breakthrough at Siemens it would turn attention to Fujitsu of Japan and the £120m (\$196.8m) factory being developed by Interconnection Systems, the UK printed circuit board maker.

## Unattractive package may be improved

A state parcels business sold for £1 is due to make a £1m profit

**R**ed Star, formerly the state-owned British Rail's heavily loss-making parcels business, will be an early test of whether the private sector can make money where a big publicly-owned corporation failed. Mr John Holmes, who led a management buy-out of the company, is trying to revitalise the business he acquired for a nominal £1 12 months ago.

He has a strong brand name which has survived several years of decline and retrenchment. He also has a unique seven-year contract transferred from BR to the privatised railway companies to use their trains for his parcels. This gives him a strong position at the pre-imum end of the market for same day delivery.

But against Mr Holmes is ranged an array of much bigger rivals, such as the state-owned Royal Mail's Parcelforce and the private-sector TNT and Parcelforce. All three have the financial

muscle denied a heavily extended buy-out company.

Financing the network and the information technology systems to provide the level of service which the customer now demands is a tall order for a niche player such as Red Star.

Red Star's attempts to create a saleable business led it to jettison Red Star's slower services - for next day 12.00 and 15.30 delivery - to concentrate on the company's areas of strength - same day and next day 09.00 delivery.

This cut turnover from £243m (£70.8m) in 1993 to £20m in the year before the buy-out - though losses were still £3m at that stage. But even though a drastic cost-reduction programme was implemented - reducing staff numbers from nearly 1,300 to just 420 now

- Red Star's new managers are still attempting to maintain an expensive network on a narrow business base.



Moving forward: Red Star has a strong brand and a unique deal with train companies

"I question whether Red Star's niche is big enough to sustain it," says Mr Paul Jackson, chief executive of Triangle Management Services, an industry consultancy. "It needs other products but this takes it into markets which are very competitive and where prices are coming down."

Mr Holmes is now reintroducing the services dropped by BR. He is also expanding into specialist areas such as stockpiling and supplying parts for service engineers.

He is moving as fast as he can to franchise out counter and delivery services. He has found franchisees for 18 areas and, although selecting good franchisees is

time-consuming, hopes to find 50 more by the end of next year.

Red Star's own employees will provide head office services and operate the computerised "track and trace" system, keeping customers in touch with their parcels.

While BR met the redundancy costs needed to create a saleable business, the present management has had to sort out the problems caused by the terms and conditions of employment which it inherited. Rates of pay have been cut but Red Star's payroll costs are still higher than those of its rivals, says Mr Holmes.

The first few months after the buy-out were marked by a continuing shrinkage but

this has been reversed. Red Star made its first "modest" monthly net profit in October. It is on target to reduce the annual loss to £2m this year and expects to make a net profit of £1m on projected turnover of £22m in 1997.

He believes that a private sector management can succeed where BR struggled because it has brought a more commercial approach to what was a marginal business. But Mr Holmes still has to show that he has the answer to the problems which dissuaded many of the bigger parcels groups from bidding for Red Star when it was on offer.

Charles Batchelor

## Protestants slam attacks on Catholic worshippers

By John Murray Brown  
in Dublin

Leading anti-nationalist politicians in Northern Ireland are this weekend set to stand alongside the parishioners of a Roman Catholic church which has been the target for two months of a weekly picket by Protestant militants.

The Church of Our Lady in Harryville has become the focus for a dispute over rights to march. The politicians have taken a stand after a nearby Catholic school was firebombed on Wednesday and petrol bombs were thrown into two Catholic families' homes.

Violence was triggered in the summer as police forced Catholic protesters off the

road ahead of a march by members of the Protestant Orange Order in Drumcree.

Yesterday saw the first sign of a Protestant split. Mr Ian Paisley Jr, son of the leader of the hardline Democratic Unionist party, dismissed as a "stunt" the announcement that Mr David Ervine, Progressive Unionist party leader, would stand alongside Catholics at Harryville in support of the Roman Catholic parishioners. Mr Ervine's party is the political wing of the outlawed Protestant Ulster Volunteer Force.

Councillors supported enlargement of the ring of road closures and anti-terrorist checkpoints in the City. Traffic restrictions were set up after the Bishopsgate bombing by the Irish Republican Army in 1993.

believed the Royal Ulster Constabulary, the region's police force, should be reformed or replaced. Mr Pat Armstrong, police authority chairman, said he was "saddened but not surprised by the results."

About 10,000 vehicles a day are expected to be diverted or discouraged from entering London's financial centre under a scheme approved yesterday by the City's municipal authority, Jimmy Burns writes.

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The unusual step is intended to meet concerns from lenders that the government might not meet the liabilities of hospital trusts - local hospital administrations - in the event of their failure to meet payments.

The PFI aims to attract private funding to many kinds of public project.

Mr Dorrell hopes the move will help to break the logjam that has affected PFI in the health sector.

Lenders are concerned that the government could avoid having to meet a defunct trust's outstanding liabilities by refusing to dissolve a trust that is failing.

The problem arises out of the decentralised structure of the health service after reforms in 1991. PFI deals now have to be negotiated between bidding consortia and individual trusts, rather than the government.

Lenders are concerned that the government could avoid having to meet a defunct trust's outstanding liabilities by refusing to dissolve a trust that is failing.

The latest monthly survey of retailers from the Confederation of British Industry, the main employers' lobby, pointed to some slowing in the annual rate of spending growth last month, although the underlying trend remains strong.

Mr George assured MPs that, although the simultaneous strength of consumer demand and sterling in recent weeks was reminiscent of the 1980 boom, the upturn showed nothing like the intensity that had been experienced then.

trades union movement in the north-east. In spite of the region's success in winning big inward investments, unions are worried they are losing ground.

In the mid 1980s the Japanese carmaker Nissan signed a single union deal at its Sunderland plant with the AEU engineering and electrical workers' union. Since then few of the region's inward investors have granted collective representation rights to trade unions.

Plants with no union deal include two of the region's biggest investment coupes, the 245m Teesside electronics complex of Korean

owned Samsung and the 240m County Durham semi-conductor plant set up by Fujitsu.

Mr Larry Brooke, MSF's national secretary for the electronics industry and co-ordinator of the joint union consultative body which meets Siemens at national levels, said the company at its last meeting with the unions had given a clear indication it had an "open mind" on union recognition.

The unions, including TGWU and GMBU, will meet Siemens again in the New Year. "In the meantime we, and I guess other unions, are organising," said Mr Brooke.

## UK NEWS DIGEST

## Suit over bonus at Barings fails

Ms Mary Walz, the former head of equity derivatives trading at Barings, the collapsed merchant banking group, yesterday lost her claim to be paid a £500,000 (\$820,000) bonus she alleged was promised to her hours before the discovery of catastrophic losses. Ms Walz was dismissed after the bank's collapse caused by £830m of derivatives trading losses built up by Mr Nick Leeson.

An industrial tribunal ruled that a conversation on the afternoon of February 22 1995 between Ms Walz and Mr Andrew Tuckey, deputy chairman of the bank, did not constitute a firm commitment.

Ms Walz is facing a separate action by the Securities and Futures Authority, the City regulator, which is to consider whether she should be banned from working as a manager in an investment bank. Ms Walz said last night that she did not intend to appeal. She had made her claim "to isolate what was strictly an employment issue from the complexities of the tragedy of the collapse of Barings", she said. Mr Ian Fritchard-Witts, tribunal chairman, ruled that a slip of paper on which Mr Tuckey had written Ms Walz's name and the figure £500,000 did not constitute a binding contract. *John Capper*

### LONDON STOCK EXCHANGE

#### Big provision for restructuring

The London Stock Exchange yesterday disclosed that it had made a big provision - thought to be more than £25m (\$41m) - in the first half of the year to cover the costs of reducing staff and implementing new share trading methods. The exchange disclosed that its first half income rose from £94.8m to £105.5m, while costs dropped slightly to £25.8m from £27.5m. After making its provision and paying tax, it was left with a surplus of £3.7m.

The exchange also named the chairman of its new committee that help to formulate policy. Mr Ian Salter, of Société Générale, will chair its primary markets committee and Mr Hector Sants, of Union Bank of Switzerland, will chair a secondary markets committee. *John Capper*

### SCANDEX CAPITAL MANAGEMENT

#### Winding-up shifts to Denmark

Full responsibility for the winding up of Scandex Capital Management is likely to move to Denmark, ending the role of a provisional liquidator appointed by the High Court in London. Scandex was a Copenhagen-based currency trading company with 600 to 700 customers - many based in the UK - who lost more than £1m (\$1.6m). It is the subject of legal proceedings brought in London by the Securities and Investments Board, the City regulator.

In the High Court yesterday, the hearing of a winding up petition brought by Mr Jeremy Bartholomew-White, Scandex's managing director, was adjourned until January. He had previously given an undertaking to the High Court, at the request of SIE, to seek a winding up. *Clay Harris*

### GENETIC ENGINEERING

#### Chefs protest over 'tainted' food

Many of London's leading chefs and restaurateurs protested yesterday at what they consider a threat to the supply of fresh, unaltered produce. The chefs were voicing concern at the principle of genetically engineered food and, in particular, the arrival in Europe last week of genetically engineered soya beans from the US. The products will not be labelled, and chefs are concerned they will not know what they are buying. *Nicholas Lander*

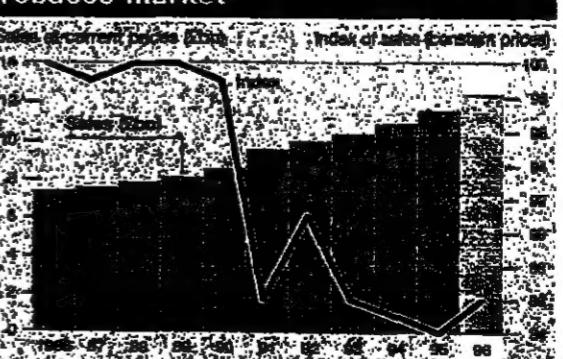
Editorial Comment, Page 13

### EDUCATION

#### 'Calculator-free' maths urged

A return to traditional pre-20th century texts in Level English Literature and the introduction of "calculator-free" maths papers are among a package of government proposals designed to safeguard standards. A government survey showed a "trade-off of breadth for depth" leading to a reduced emphasis on basic skills like spelling, punctuation, grammar and mental arithmetic. Universities choose students on the basis of their results in Level exams at school. *Simon Targett*

### Tobacco market



### CIGARETTES

#### Number of smokers dwindles

Britain's smokers are giving up in their thousands, according to research by retail consultants Verdict. Today just 27 per cent of the UK population smokes compared with 45 per cent in 1974. Although more women are smoking than ever before, growing concern over health risks and the sharp rise in the tax on cigarettes has depressed the overall market for tobacco. Over the last five years tobacco duty has increased by 40 per cent, and now accounts for 78 per cent of the price of a packet of 20 cigarettes. *Peggy Hollinger*

Currencies, Page 25

### A FENCE



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Cover bonus  
Barings fail

## MANAGEMENT

John Kay



## What's in a name

Branded goods send signs to consumers about the value and quality of the product that another name may not

What is a brand? A rose by any other name, Shakespeare pointed out, would smell as sweet. There is a difference between a name and a brand.

You are reading an article by John Kay. But John Kay makes the transition from name on the masthead to brand only when attaching it to the contents persuades you to read the article, or pay attention to it - and if you would ignore the same piece if it appeared under someone else's name. Once that happens - but only when that happens - I have a brand with a value.

You will not admire the scent of a stinging nettle because I label it a rose, and that is why rose is a description of a fine product, rather than a brand.

You use electricity because it illuminates your light bulb, not because it is called electricity; you go to Euston Station because that is where the trains for Birmingham and Manchester are, not because it is Euston Station. Roses, electricity and Euston Station all have values, but not brand values.

A brand is worth more than a functionally equivalent product. You pay far more for a bottle of Chanel No 5 than for a bottle of liquid whose smell is indistinguishable.

And that is what makes clear to us that roses, electricity and Euston are not brands. No sensible person would shell out their cash to be allowed to describe a nettle as a rose, to label coal as solid electricity, or to call a bus depot Euston Station.

But you would like to be able to call your fizzy soft drink Coca Cola, to offer legal advice under the brand name of Linklaters and Paines, and to put up a Hertz sign outside your car-hire agency. People can and do pay money for

access to these brands. The brand adds value even if the product is unchanged.

So what gives a brand that value? Why would people pay more when they can get the same for less? Most often, marketers will tell us, because they do not think it is the same.

You feel seductive when you splash on Chanel No 5, but you will never derive the same confidence from a whiff of anonymous scent, even if you would need a trained perfumer to tell the difference.

Perhaps. Perfume is certainly a commodity that appeals to irrational instincts. And there are goods where the brand encourages people to make statements about themselves to others. I am irresistible, I say, as I put on my designer fragrance. I am a merchant banker, I say, as I climb out of my BMW. I am a juvenile lost, I say, as I down a glass of extra-strong lager. I am handsome, I say, as I don my Levi's jeans.

Some brands are of this kind. Mostly, these brands apply to commodities such as clothes, drinks, cars and cigarettes, which you consume consciously in the presence of other people.

And as with any signal, the brand as signal has to remain exclusive, either because not everyone wishes to give the signal - football fans drink extra-strength lagers, the Queen Mother does not - or because the signal keeps people out by virtue of its expense. The most enduring of such brands are symbols of affluence, such as Rolls Royce and Moët et Chandon.

But while you certainly need to be affluent to enjoy the services of a City law firm, not many people use Linklaters & Paines in the hope that their friends will be impressed when they see them coming out of their offices. Or hire a Hertz car in order to display the discreet No 1 logo in the rear windows of their Fiat Panda.

You go to Linklaters because you think you will get good advice. You hire from Hertz because you don't expect that the car will break down and you know that Hertz will fix it if it does.

The most important function of brands is quality certification. Other lawyers may give you equally good advice, but you can't be sure.

Other companies may rent reliable cars, but when you visit a foreign city for the first time, how do you know?

For goods where it is difficult for consumers to judge quality for themselves, the reputation associated with a powerful brand may have considerable value. Most of the brands that command large price premiums are of this kind.

They are found in industries where product

value eroded when people use the signal in misleading ways.

Since the shop will sell you Levi's whether you are handsome or not, the illusion that you will be handsome if you wear them is hard to sustain.

To survive, the brand as signal has to remain exclusive, either because not everyone wishes to give the signal - football fans drink extra-strength lagers, the Queen Mother does not - or because the signal keeps people out by virtue of its expense. The most enduring of such brands are symbols of affluence, such as Rolls Royce and Moët et Chandon.

Or they are found where people care about the quality of the goods concerned but don't like discussing that with their friends, as for toilet paper, contraceptives and sanitary towels.

And that is the mechanism by which names turn into brands. No doubt Mr Linklater and Mr Paine were fine lawyers in their time.

Other good lawyers realised that they could make the level of their skills known to potential clients by attaching themselves to the coattails of Mr Linklater and Mr Paine.

And Mr Linklater and Mr Paine themselves could make a turn by selling out the services of such lawyers for more than they had to pay them. This process enabled the reputation of Mr Linklater and Mr Paine to outlive the individuals concerned.

A solicitor can turn with confidence to Halsbury's Laws of England, not so much because he trusts the integrity and reliability of Lord Halsbury, who has been dead for the best part of a century, but because the publishers have an incentive to maintain the value of the brand that Lord Halsbury established.

In the same way, the Financial Times has an incentive to maintain the quality and reliability of the material which appears on its pages.

And John Kay has an incentive to keep up the standard of his columns. That way, he might turn a name into a brand.

**John Kay is the chairman of London Economics and director of the School of Management Studies at Oxford University**

Woody the cowboy, a Walt Disney toy based on the phenomenally successful *Toy Story* movie, says: "Howdy Partner". Press the button again and he spits out: "There's a snake in my boot!"

Amusing, yes, but the problem is that Woody knows just five phrases. Even for a five-year-old, that can get pretty tiresome.

While the film *Toy Story* used dazzling computer technology to work its magic, kids' products based on the movie seem mired in the dark ages. The only important change in talking toys since the 1960s is that they are sometimes activated with buttons rather than strings - a pathetically small step considering the technological advances of the past three decades.

A new project at the Massachusetts Institute of Technology's Media Laboratory, however, is trying to bring toys into the age of multimedia. Researchers Rob Poor and Manish Tuteja are using wireless technology and the Internet to expand the vocabulary and interactivity of toys like Woody.

Woody, the off-the-shelf cowboy greets people by name, introduces them to each other, announces the time when a clock comes into view, and offers an expanded repertoire of sayings, such as "Get a dime for a cup of coffee".

The possibilities, say Poor and Tuteja, are endless. By being programmed over the Internet, Woody can sing *Happy Birthday To You* on a kid's birthday, read books, and tell a child it's bedtime," says Poor. The technology applies to moving toys as well. A doll that crawls one day could be made to walk the next.

The technological know-how to make toys a lot more interesting has been around for some time: any plaything can be equipped with the same capability as a sophisticated computer.

Yet complex computers as toys are not very practical. For one thing, they would weigh at least as much as a bowling ball - not the sort of thing a child usually drags into bed. Another problem is price.

Few parents are willing to pay \$3,000 for a toy, no mat-

## TECHNOLOGY



## Dynamics at play

Victoria Griffith on toys with interactive improvements

ers would pay for the service."

It is uncertain, for instance, whether consumers should pay for the Internet programming upfront when they purchase a toy, or whether they should pay a monthly service based on usage.

"You need to pull together a lot of elements here: someone to organise the websites that would programme the toys, a service to broadcast the programming, and the toy itself," says Morgan.

Other practical difficulties exist. To programme a wireless toy through the personal computer, for instance, the customer would have to be hooked up to the Internet all the time. That could generate some large service and electricity bills. Another solution - hooking up the plaything by wire to a modem, and downloading information periodically - may be more workable, but would require the toy to hold more memory - resurrecting cost and weight problems.

As a provider of wireless technology, Motorola believes it can help solve the problem. "The signals don't have to come through the computer; they could come over the telephone wire, the television cable, or a tiny box in the corner of the room," says Tuteja. The box in the corner could, in theory, be provided by Motorola.

In the long run, Morgan is convinced the technology can be put to good use, not just for toys, but for all sorts of household objects.

"Motorola is interested in this for programming everything in the house," says Morgan. "It could get the toaster oven to turn on at a certain time, or cause household clocks to change automatically when daylight savings time ends."

Researchers at the Media Laboratory are convinced their technology will soon be commercially viable. "It just takes one company to decide there's a market here," says Poor. "The technology is already doable."

This Christmas, however, children will have to be happy with a speech-challenged Woody. That's not so bad. When the Disney cowboy screams "Yee Haw!", he may not be at the cutting edge, but he's bound to put a smile on many young faces.

## PUBLIC NOTICES



## PROPOSED MODIFICATIONS OF THE LICENCE OF MERCURY COMMUNICATIONS LIMITED (MERCURY)

1 The Director General of Telecommunications (the "Director"), in accordance with section 12(2) of the Telecommunications Act 1984 (the "Act"), hereby gives notice that he proposes to make modifications to the licence granted to Mercury Communications Limited on 5 November 1984 (the "Mercury Licence").

2 The principal modifications which the Director proposes to make are described in the Schedule below. The Director also proposes to make a number of minor and consequential modifications for the purposes of the principal proposed modifications.

3 These modifications constitute the second phase of the modifications to Mercury's licence on which OFTEL consulted in December 1995 in "A Review of Mercury Communications Limited's Telecommunications Act Licence". The Director proposes to make the modifications described in the Schedule to reduce the burden of certain obligations which apply to Mercury in the domestic market, because they are not appropriate to a non-dominant operator; modify Mercury's obligations in relation to its international operations so that they are appropriate in the context of international liberalisation and Mercury's market position in the international market; introduce the Fair Trading Condition into Mercury's licence to ensure that the Director has adequate powers to deal with anti-competitive behaviour in the UK's liberalised and increasingly competitive telecommunications market; and remove certain conditions in Mercury's licence which are now obsolete or unnecessary because of the introduction of the Fair Trading Condition. The Director also proposes that at the same time as these modifications are made, he will determine Mercury to be a Well Established Operator in the international market. Mercury will therefore continue to have an obligation to publish international retail prices.

4 The Director is required by section 12(2) of the Act to consider any representations or objections which are duly made and not withdrawn. Following consultation and Mercury's agreement with them, the Director proposes to make the modifications forthwith.

5 The consultation procedure comprises two stages. In the first stage, representations on or objections to the proposed modifications may be made to David Naylor, OFTEL, 50 Ludgate Hill, London EC4M 7JJ (telephone 0171 634 8708) no later than 6 January 1997.

Any confidential material should be clearly marked as such and separated out into a confidential annex. All representations or objections received by OFTEL, with the exception of material marked confidential, will be made available for inspection in OFTEL's library. Comments on this document (if they are relatively short) can also be sent to OFTEL at the following e-mail address: press.office.oftel@qinetiq.gov.uk

6 In the second stage of consultation, interested parties are invited to send comments to OFTEL, no later than 21 January 1997 on the representations and objections received in the first stage. Copies of the proposed modifications can be obtained from David O'Neill at the above address (telephone 0171 634 8861).

## SCHEDULE

Proposed principal modifications of conditions of the Mercury licence.

It is proposed to make the following modifications:

## Inland Operations

1 The replacement of Mercury's service obligation under Condition 1 (Installation of Applicable Systems and provision of Telecommunication Services) by the standard service obligation applied to all public telecommunication operators having a 'slimline' licence. It will apply however only in relation to the provision of inland telecommunication services. Condition 4 of Mercury's licence, which imposes an obligation in relation to the provision of international services will remain unchanged.

## International Operations

2 The introduction of a condition entitled "The Maintenance of Effective Competition where the Licensee Operates a System or Provides Service Overseas".

3 The replacement of Condition 44 (Other Arrangements for International Services). This condition will be replaced by a condition dealing with arrangements for proportionate return and a condition dealing with arrangements for accounting in respect of International Connection Services.

Both these conditions are the same as the conditions which appear in the draft International Facilities Licence, on which DTI is currently consulting.

## Inland and International Operations

4 The replacement of Mercury's publication obligation under Condition 15 (Publication of Charges, Terms and Conditions to be Applied) by a publication condition which is modelled on the publication condition in the draft International Facilities Licence, although modified to take account of Mercury's integrated domestic and international operations.

5 The insertion of the Fair Trading Condition (this also replicates the condition in the draft International Facilities Licence).

**Deletion of Obsolete and Unnecessary Conditions**  
6 The following shall also be deleted from Mercury's licence: Condition 24 (Arbitration of Disputes with Customers), Condition 31 (Prohibition of Listed Sales), Condition 33 (Requirement to Provide Itemized Information), paragraphs 2 to 5 of Condition 42 (Private Circuits).

## CONTRACTS &amp; TENDERS

## PALESTINE TELECOMMUNICATIONS COMPANY LTD

Open Invitation to Tenders  
For the Construction of Palestine GSM Network  
(With an Option For Equity Purchase)  
Tender No. 1/96

On November 15, 1996, the Ministry of Post and Telecommunications (MoPT) granted Palestine Telecommunication Co. (PALTEL) a twenty (20) year license renewable for additional periods of twenty (20) years to establish, operate, own, manage, invest in telecommunications networks and provide telecommunications services in the Palestinian Authority Areas. The license authorises PALTEL to provide mobile services exclusively for five (5) years or until reaching 120,000 lines.

PALTEL would like to invite international companies to submit a proposal with a turnkey solution for the design, supply, installation, commissioning and project management of Palestine GSM Network with an option for purchasing an equity share in PALTEL's Mobile Subsidiary.

The Request for Proposal (RFP) documents, including technical specifications can be obtained from PALTEL's head office in exchange for US\$ 10,000 in the form of a certified check from a recognised international bank from 08:30 to 13:30 Monday December 9, 1996 through Monday December 16, 1996.

The proposals shall be submitted to PALTEL's head office in accordance with the delivery procedures set forth in the RFP documents, along with a bank guarantee for the amount of US\$500,000 no later than 13:00 on Wednesday February 5, 1997.

Only qualified Proposers with extensive international experience in planning, design, engineering, supply, installation and commissioning of mobile telecommunications networks will be considered.

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Leonard Curtis &amp; Partners, Chartered Accountants

Peter House, Oxford Street, Manchester M1 5AB Tel: 0161 236 1955 Fax: 0161 228 1929

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The Joint Administrative Receiver,  
Julian Whala, KPMG, 1 The Embankment,  
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HOBOKEN, NEW JERSEY**REQUEST FOR QUALIFICATIONS AND PROPOSALS**

The City of Hoboken, in partnership with The Port Authority of New York & New Jersey, is seeking proposals for the lease and development of Blocks B and C at The South Waterfront, a dynamic, new mixed-use project now under way on the Hudson River in Hoboken, New Jersey. These two blocks represent the third phase of development at this site.

Blocks B and C will include approximately 1.6 million square feet of office, hotel, residential and ancillary retail space. Proposals may be made for all or part of each of these blocks. A developer has been signed to construct over one million square feet of office space on Block A.

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To request an information package and/or a copy of the Request for Qualifications/Request for Proposals (RFQ/RFP) package detailing the development plan and the submission procedure, please call Mr. Robert Drashoff, Director, Office of Waterfront Development, City of Hoboken at 201 747 2200 or fax to 201 747 2201. The fee for the RFQ/RFP package is \$500. Completed proposals must be submitted to Mr. Drashoff by April 7, 1997.

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FINANCIAL TIMES  
1 SOUTHWARK BRIDGE, LONDON SE1 9HL**THE PROPERTY MARKET**

Malaysia will soon have a glut of space, says James Kyne

**Mushroom growth**

mainly because of the games, but could fall to 61 per cent in 1998, property analysts say.

There is already a chronic shortage of qualified staff. More immigrant workers from Indonesia, the Philippines and other countries in the region are likely to be brought in to serve the new hotels. Qualified staff will be able to demand wage increases of about 16 per cent, in a country where inflation is steady at just over 3 per cent. While lower occupancy and stiffer competition could lead to a fall in room charges, hotels are likely to see their profit margins squeezed by wages rising faster than productivity.

In retail the outlook is little different. Already Malaysians are spoilt for choice as new shopping malls mushroom all over the capital. But available retail space is expected to swell from about 15.6m sq ft at the end of this year to 32m sq ft at the end of 1998. Several big names such as Isatan, the Japanese retailer, have rented space only to close down soon after. Generally, there is a drift to the better known malls such as Starhill and Lot 10, owned by Taiping Consolidated, while smaller and more remote shopping centres suffer.

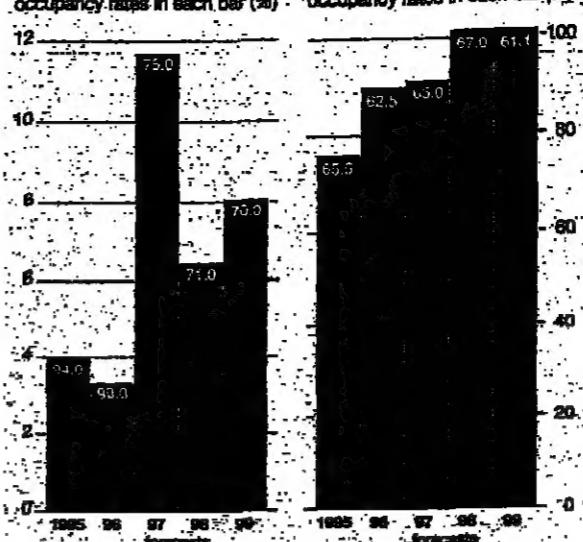
But in spite of all the doomsaying, vacant land prices do not appear to have been hit. Vacant land in prime areas of Kuala Lumpur goes for between M\$700 and M\$800 a sq ft and the price has been relatively stable.

Sometimes, however, there are surprises. Malaysian Resources Corporation recently sold 3.14 acres of land for commercial development at an attractive prime site for a record M\$1,000 a sq ft. "It is difficult to understand such a price in the current climate," says one property company executive.

But whether the predicted oversupply translates into a market crash will depend on several factors, especially the country's economic growth rate. If there is a crash, analysts say, it is unlikely to have Japanese-style implications. Only 27 per cent of bank lending is to the property sector and relatively few listed companies are dependent on property holdings.

**Kuala Lumpur: vacancies grow**

Supply of office space sq ft (m)  
Occupancy rates in each bar (%)



Source: SBC Gen-Crook

The resulting glut will

reduce occupancy rates from today's 90 per cent to about 75 per cent next year and 70 per cent in 1998, property analysts say.

Gigaworld will be immune from the worst of the shakeout.

It is unlikely to be prime commercial space - such as that offered by the KLCC (Petronas towers) - which took the brunt of any property downturn," says Dominic Armstrong, head of research at Pease Jardine Fleming. "The downtown is likely to be felt among second or third-tier properties as companies leave them to move into intelligent buildings."

The twin tower, 88-storey KLCC, which by most standards is considered taller than Chicago's Sears building, is expected to put about 4m sq ft of space on the market when it is completed in the second half of next year. That will contribute significantly to overall new supply of 11.7m sq ft in and around the capital next year, bringing total office space to an estimated 51.8m. Brokerage house analysts predict another 6.5m in 1998 and 8.0m in 1999.

The situation is, if anything, even more bleak for hotels. About 38 hotels are scheduled to be completed by the time the Commonwealth Games start.

The supply of rooms in Kuala Lumpur is expected to increase from about 76,000 last year to 101,000 in 1998.

Occupancy rates in 1998 are expected to be relatively buoyant at 87 per cent.

The KLCC will not be allowed to stand empty. It is a national project. Companies wanting to gain favour with the government will do their "national service" and rent space," says an analyst who declines to be named.

The twin tower, 88-storey

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The resulting glut will

over bonus  
barings fail

**T**he Tate Gallery in London is open on Sunday mornings from February. This should prevent the depressing spectacle of the gallery closing its doors on Sunday afternoons because the crush of people makes viewing impossible.

The Sunday opening is part of the celebration of the Tate's centenary year. The gallery, the gift of Sir Henry Tate, opened in July 1897. Next July there will be a show of Sir Henry's other benefaction, his collection of 67 works of art. It will be sponsored by Tate & Lyle, the first time the sugar company has sponsored an exhibition at the Tate.

Although the Tate attracts between £1.5m-£2m a year from sponsors, 1997 will be a relatively quiet year for corporate support. But 1998 will be very different. In the autumn Morgan Stanley embarks on its first major arts sponsorship, supporting a major exhibition of the work of the Anglo-American portrait painter and landscape artist John Singer Sargent.

In the past the merchant bank has supported community and educational projects in east London - it is now the biggest employer in Docklands - notably the Spitalfields Festival with

\$10,000 a year. Now it is going for the big time, with the aim of raising its profile and entertaining clients and prospective clients. The involvement will cost around £250,000 in total.

Earlier in 1998 the Tate will be mounting a Bonnard show which will mark its third mega-sponsorship deal with Ernst & Young. The consultants invested \$1m in both the Picasso and Cézanne exhibitions, and was so happy with the results that the company is coming back for more. Also in 1998 Ernst & Young is sponsoring the big Monet show at the Royal Academy; without doubt, it will be the largest supporter of the arts in the UK that year.

Ernst & Young is also the first company to commit itself to the Tate Gallery of Modern Art on Bankside. It is paying the running costs of the visitors' centre which has opened on the

site to keep locals and tourists informed about the progress of the conversion of the old power station into a £130m gallery. The cost to Ernst & Young will comfortably exceed £100,000 by the time the gallery opens in May 2000.

Arts sponsorship coverage tends to be about companies; it should be about individuals. For it is individuals with a passion for the arts who more often than not sway their doubting colleagues in business to go for it, and back the arts.

Once a year individuals are honoured with the Goodman and Garrett Awards, named after the two men, the late Lord Goodman and James Garrett, who virtually created the Association for Business Sponsorship of the Arts. The 1996 Goodman Award for an arts volunteer went to James Joll, the for-

mer finance director of Pearson and now chairman of the Museums and Galleries Commission, who was behind many major Pearson sponsorships culminating in this year's William Morris show at the Victoria & Albert Museum. The Garrett Award to a sponsorship professional went to Susan Jones, who has turned Manchester Airport into one of the largest and most imaginative sponsors in the UK - as well as a successful airport.

Staying with individuals, Belle Shemkman was one of the great characters of arts sponsorship, as famous for her exquisitely arranged parties after events as for the events themselves. She persuaded such tough individuals as John Egan of Jaguar to sponsor the arts and was just as active promoting tours to the UK of the arts companies of her native Canada.

She died last year and is being remembered by her children, William and Dasha, in a series of free evening concerts at the National Gallery. But the Belle Shemkman concerts are more of a charity than a series. The young Shemkman have agreed to support the concerts every Wednesday evening when the NG stays open until 8 pm, for ten years, making it one of the longest arts sponsorship commitments ever. This generous gesture - the cost is in excess of £100,000 - also supports one of Belle Shemkman's other good causes, the Royal College of Music: students from the College will provide the music.

And there will be more. Negotiations are under way to perpetuate Belle Shemkman's name at another cultural institution with which she was closely associated, the Royal Academy of Arts. \*

The TI Group is few people's idea of a modern Medici. Yet TI is becoming one of the UK's leading patrons of contemporary art.

It began by chance, when the company rationalised its HQ into an industrial site at Amersham. In the classic tradition, the chairman's wife said the austere bare walls cried out for art. TI did not mess about. It went straight to the Royal College of Art and, on the advice of fine art Professor Paul Huxley, set about buying the work of RCA students, past and present.

It now owns 115 paintings and is so carried away with its ambition that it is extending the scheme to its overseas subsidiaries and planning to set up a Foundation to secure its future. With between £50,000 and £100,000 to spend each year on art it is already a major player. It also funds a student each year at the RCA, and buys many of the works for its collection at student shows. Among the good buys are paintings by Chantal Joffe and Philip Jones, and one at least of its protégés could become the next David Hockney. Even if TI does not hit on a megastar the collection, at the latest valuation, has already shown an annual appreciation of 22 per cent per annum.

## ARTS

### Sponsorship/Anthony Thorncroft

# Sweetener for the Tate

## Ballet

### In love with the waltz

**I**t is worth travelling a long way to see Balanchine's *Liebeslieder Waltzer* - much further than Toulouse's enchanting Théâtre du Capitole where I saw it last week. Balanchine loved the waltz, and he knew everything about it: how it can be set in a big classic spectacle (his *Sleeping Beauty* waltz is super-Petipa); how its romance can speak to us today, when no one waltzes but people still love watching it as we know from such big works as *Vienna Waltzes* or *Liebeslieder Waltzer* or *La Valse*. In these he explores romance, nostalgia, the intoxications of three/four time, and the resonance of feeling implicit in a woman, grandly gowned, borne in the arms of her cavalier and borne on the pulse of the music as her dress streams and flares over the dance itself.

*Liebeslieder* is very special even in this company. Brahms uses domestic forces - a quartet of singers; two pianists at one piano - and this inspired Balanchine to domestic means for part of the time, too. His four couples are seen in ball-room (he wanted the setting to be like Munich's Amalienburg Palace); their feelings those intimacies and frissons of passion or sadness that may colour a couple's dancing.

The first part is the most audacious. The women in long dresses and heeled shoes, the man in stylised evening dress, explore the potential of the waltz itself as social dance. An 18th-century ball-room master once remarked "Que de chose dans un menuet", and Balanchine echoes him - how many things there are in these waltzes. Variety of tempo, of steps as they elaborate or transmute; variety of feeling, of formal structure. The piece is a transcendental display (masked under its graceful surface) of creative skill. It is insidious, miraculous, and done with the blithest air by Balanchine and in good performance, by his artists.

For the Neues *Liebeslieder* set, Amalienburg's doors have opened on to the night air, and the women are now in shorter dresses and ballet-shoes. The men simply shed their gloves. The waltz is somehow freed, the emotions seem more clear, but at the end - as Goethe's poem tells



Exploring the potential of the waltz as social dance: Peter Mason and Anne Fremonts dance Balanchine's 'Liebeslieder Waltzer' in the Théâtre du Capitole, Toulouse

of love's disquiet - the woman return in their long dresses, and we (and they) contemplate what has just ended. It is a work of astonishing and ever-fresh beauty, and the dances of the Ballet du Capitole are splendid in it. Theatre and stage are the right size for these intimacies. The staging is by Karin von Aroldingen (who waltzed sublimely in Balanchine's choreography) and Sara Leland, and the design by Nicolas de La Jartre recreates the silvery elegance of Amalienburg to the life. (It does seem a bit grand, but it is ravishing.)

The Toulouse company is now directed by the American dancer and teacher Nanette Gubhakar (a former director of Scottish Ballet) and she and von Aroldingen have inspired the cast to recognise

these dances for what their title calls them: love songs. I salute the four couples - Paolo Paganini, Christophe Maraval, Frédéric Vivian, Yevgeny Slepov, Anne Franois, Peter Mason, Macha Daudel, Luca Tozzi - for their performances had the right sensitivities to feeling and a proper delight in the marvels they were given to dance. The ballet was

piece, which I have known over the past 20 years, and which I think looks like nothing so much as Soviet choreography of the 1950s, with straining bodies regaling a lot of spurious emotion. I am also what may be called Rodin-immune, and even more immune to the orchestral stickinesses of Michael Kamen's score. To watch a collection of dancers impersonating stances all over the stage and making a meal of every move, is not an activity I choose often to indulge in. I am sure everyone was perfectly splendid, and the Toulouse audience had a whale of a time. I kept thinking of waltzes - and was made happier than I otherwise would have been.

Clement Crisp

Seyffert's *Heimkehr* to music by Mahler; 6pm Dec 8

**EXHIBITION**

Kupferstichkabinett

Tel: 49-30-25629598

• Giovanni Battista Tiepolo und sein Atelier, this exhibition celebrating the 300th anniversary of Tiepolo's birth features some 60 drawings and etchings by the Venetian master. Also on display, 40 works from Tiepolo's workshop; to Mar 2

Roland Wagenführer and Albert Bonnema; 7pm; Dec 8

**LISBON**

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• Orchestre National de

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Simonov and pianist Jean-Efflam

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Bach, Beethoven and Schubert;

8pm; Dec 10

Ezbieta Szmytka; 8pm; Dec 10, 11

**MADRID**

**EXHIBITION**

Museo Nacional Centro de Arte

Reina Sofia Tel: 34-1-4675002

Tel: 351-1-7035131

• Thomas Hampson and Craig

Rutenberg: the baritone and the

pianist perform works by Mahler

and Barber; 7pm; Dec 9

de Danse; 9pm; Dec 7

**LONDON**

**OPERA**

London Coliseum

Tel: 44-171-8360111

• Le Mécène: by Sullivan.

Conducted by John Pryce-Jones,

performed by the English National

Opera. Soloists include Richard

Stuart, Ann Howard, Bonaventura

Bottone and Richard Angas;

7.30pm; Dec 9

Royal Opera House - Covent Garden Tel: 44-171-2129234

• Tosca: by Puccini. Conducted by Plácido Domingo, performed by the Royal Opera. Soloists

include Gaiarsa, Gorchakov, Keith

Olsen, Robin Leggate, James

Morris and Gordon Sandison;

7.30pm; Dec 15

Metropolitan Opera House Tel: 1-212-362-6000

• Rigoletto: by Verdi. Conducted by Carlo Rizzi, performed by the Metropolitan Opera. Soloists

include Swanson, White, Vargas,

Nucci and Miles; 8pm; Dec 9

**LYON**

**OPERA**

Opéra de Lyon

Tel: 33-72-00 45 00

• Le Nozze di Figaro: by Mozart.

Conducted by Paolo Olmi,

performed by the Orchestre et

Chœur de l'Opéra de Lyon.

Soloists include Michel

Denonfoux, Norah Arnsell and

Denonfoux; 8.30pm; Dec 9

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Rembrandt as Etcher" includes

approximately 70 works by

masters of the Golden Age of

Dutch Art; to Jan 15

**PARIS**

**OPERA**

Metropolitan Opera House

## COMMENT &amp; ANALYSIS

Philip Stephens



## Matter of opinion

Snapshots by pollsters make fascinating reading but are no guide to the eventual outcome of a general election

Opinion polls are junk food for journalists. They fill a front page with minimum effort. They do precious little to nourish the political debate. Yet we are addicted to them. Half the time we even believe them. Week by week from now until Britain's general election, the pollsters promise us ever larger fixes.

Consider for a moment the first question the polls ask. If the election were held tomorrow, how would you cast your vote? The snag is that everyone knows there is not going to be an election tomorrow.

Sometime next spring, yes. John Major may hold off until May 1. My hunch is he will opt for April 10. The parliamentary arithmetic could oblige him to take his chances even earlier. But not tomorrow. So the voters have time to make up their minds. Even if they try to be truthful when talking to the pollsters, they do not need to decide yet about where they will actually put their cross on the ballot paper.

So no one - least of all the polling companies - thinks these snapshots of opinion are an accurate guide to the eventual election result. For one thing, different polls say different things. Take the most recent batch, published since the beginning of November. They show a Labour lead over the Conservatives of anything between 13 and 28 points.

Polls taken by the same company can show large swings over short periods. ICM said in early November that Labour's margin had shrunk to 13 points, the lowest since Tony Blair became leader in 1984. This week, its post-Budget snapshot had Labour ahead by 18 points. We live in forbidding times, but public opinion is not that fickle.

Of course, one can iron out such blips and average out the discrepancies

between the companies. That at least gives a more consistent picture. A straight line through the different surveys shows Labour's support hovering around 30 per cent and the Conservatives at a little above 30 per cent.

The numbers though are still incredible. At the same point before the last election, the two parties were neck and neck. They stayed like that until polling day. But when it came to the real thing in April 1992, the Conservatives won with an eight point lead. The pollsters were not the only people with egg on their faces.

For an opposition to be 20 points ahead so close to the election is anyway unprecedented. If the lead translated into real votes, Mr Blair would be looking forward to a majority in the House of Commons of something over 200 seats. Mr Major and the lucky successor to the unfortunate Nicholas Scott as candidate for Kensington and Chelsea would have to keep each other company on the Tory benches at Westminster. Paddy Ashdown's Liberal Democrats would replace the Conservatives as Her Majesty's loyal opposition.

So it will not happen. A significant slice of the electorate is saying one thing today and will do something else tomorrow. We know from local and European elections. Labour's best share during the past few years was the 47 per cent it won in the 1985 council elections. More typically, it has scored 44 or 45 per cent.

Put it another way. To be confident of a majority in the House of Commons, Mr Blair needs a swing against the Conservatives of about 4 per cent, taking Labour's share of the vote to a touch over 40 per cent. That in itself would be a record. The biggest swing to Labour since 1945 has been 3 per cent. Yet the opinion pollster to a swing of 10 or even 15 per cent.

There is another reason why we can be sure the surveys are wrong. The carefully-selected groups of voters grilled by the pollsters are also asked which party they supported last time. In most polls this exercise produces a rather startling outcome. Mr Major did not win in 1992 after all. We have all been dreaming. Neil Kinnock has not been running Europe's transport policy. He is prime minister.

So the polls are telling us nothing more than our intuition. Kenneth Clarke may have returned the warm glow of the economic feel-good factor to the checks of the electorate, but few are ready to give the government the credit. And those willing to do so are understandably reluctant to admit their allegiance to such a desperately unpopular and divided party. You do not need expensive surveys to tell you that. A chat with a few neighbours in the local supermarket or pub will turn up the same responses.

Nor do the smaller "focus groups" of voters on which the parties nowadays test their ideas deserve the air of mystery in which they are shrouded. Legend has it that listening to such groups secured President Bill Clinton's re-election in

the US. Somehow, I doubt it. On the British side of the Atlantic, anyway, they fulfil a more pedestrian role. Qualitative polling, as it is called, is simply a useful tool for the party propagandists to discover which of their messages are getting through. Has the New Labour label stuck? Can the voters be persuaded that Mr Blair is smarmy? There is hardly any magic in this.

To be fair, the opinion pollsters do not claim their results are predictive. That's the fault of the headline writers. The pollsters will readily admit that people are waiting until much closer to polling day before making up their minds.

After getting it wrong in 1992, some of the companies have made technical changes. ICM asks its questions by telephone in the hope of securing more representative samples. Along with NOP, it adjusts its raw figures to take account of a so-called "spiral of silence" among some voters. These are the erstwhile Tory supporters who are unwilling to acknowledge they will probably return to the fold.

An educated guess at their numbers knocks a few points off Labour's lead. There is also useful data still to be found in the undergrowth of the surveys. The responses on economic optimism, on party allegiance, and on the images of the leaders provide helpful clues to the public mood.

But if we are to take them seriously, the polls must start to show a sharp fall in Labour's lead. Then the question will be whether this represents an adjustment to the prospect of a comfortable (rather than a crushing) Labour victory or whether it marks a trend which could yet save Mr Major. For now, you do not need the pollsters to tell you the odds are firmly with Mr Blair. But it's much easier to disparage junk food than to give it up.

**The smaller 'focus groups' of voters on which the parties nowadays test their ideas do not deserve the air of mystery in which they are shrouded**

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## LETTERS TO THE EDITOR

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Translation may be available for letters written in the main international languages.

## Dissent at Apec meeting cannot be ignored

From Prof Jagdish Bhagwati

Sir, Fred Bergsten's critique (Letters, November 29) of your account of the meagre results achieved at the recent Apec meeting in the Philippines is unfounded. ("Apec optics for slow and steady job", November 25).

True, the information technology agreement was endorsed by the assembled heads of state. But, as your correspondents noted, while American reporters were mostly repeating the official US gloss in the newspapers here, there were important dissents on what the agreed statement implied.

It is not Mr Bergsten's persuasion that "it can be interpreted

by members as anything they want it to be". Malaysia's Dr Mahathir remarked that it bound members to no schedule at all.

Besides, the agreement itself owes little to Apec. Its contours were set well before the Apec meeting and it would have been taken to its true target, the World Trade Organisation ministerial meeting in Singapore starting on December 9, regardless of whether there was an Apec meeting now or, for that matter, Apec itself.

Nor is Mr Bergsten's

persuasion that the Seattle summit of Apec

played a "decisive role in the completion of the Uruguay Round in 1993". He means

that Apec served as a threat to walk away from multilateralism and this forced Europe to settle. Instead, the Uruguay Round was completed exclusively because the US wisely decided to close the deal, taking the deal on the table instead of seeking more concessions.

Further delays may have produced better bargains, but they would have killed the credibility of the multilateral trading system.

Strained by more than seven years of inconclusive negotiations.

While Mr Bergsten seeks

to measure the Apec meeting's success by exaggerating what it did, its true success lies instead in what it did not do. As in the earlier

Osaka summit, the Apec meeting opted for most favoured nation (MFN) trade liberalisation, resisting the temptation to turn Apec into a free trade agreement (which would instead liberalise trade preferentially only for Apec members), an option that Mr Bergsten and the Clinton administration have often espoused.

Apec has thus continued to remind us that true "open regionalism" is in fact MFN trade liberalisation. In the end, it could well be Apec's chief success.

Jagdish Bhagwati,  
Arthur Lehman professor of  
economics,  
Columbia University,  
New York NY 10027, US

Good reason for Polish privatisations

From Mr G. Kolodko

Sir, I read with great interest a small item published in Observer ("Insure yourself", November 28) on the issue of privatisation of PZU, the largest insurance company in Poland.

It came as a great surprise that such a reputable newspaper, promoting market reforms and disengagement of governments from business, published and endorsed opinions of people opposed to Polish government privatisation plans.

It is not only to remove the bureaucrats from running the companies but also to avoid such charges - of companies being in the sphere of influence of political parties - that we are planning the speedy privatisation of companies in the financial sector. I hope that you will agree with me that privately owned companies will not want to entangle themselves in politics. It is my firm belief - and it is shared by most of my fellow ministers - that only by privatising as much of the Polish economy as we can, will we remove any ideas that any politician might have of political "use" of companies.

All of this does not make Poland sound like Italy - we know what happened there. In spite of the climate, the opera, wine and food. And the food in Poland is really good.

G. Kolodko,  
deputy prime minister,  
Republic of Poland,  
Warsaw, Poland

## Swiss labour law still in need of revision

From Mr Francois Nordmann

Sir, On December 3 you published an article on the rejection of the new employment law in Switzerland ("Business hits at Swiss poll result"). The explanation which you give of the result of the referendum is one-sided.

It is true that a relaxation of the regulations on working hours would have enabled the Swiss economy to become more competitive.

However, it is just as important to give adequate protection to the health of employees, particularly those who work at night. In this respect, the federal council would have preferred to go further than parliament. It had declared its support for legal provisions on compensation for working at night and on Sundays, without

which it felt that the law was lacking in balance. This argument was not accepted by parliament, hence the overwhelming rejection by the people and the cantons.

This outcome does not alter the fact that an urgent revision of the employment law is necessary for the Swiss economy. This debate is in some ways reminiscent of the topic of the 48-hour limit on the working week in the UK.

François Nordmann,  
ambassador of Switzerland,  
18-18 Morzine Place,  
London W1H 2BQ, UK

## Perceptive and thought provoking

From Mr Paul Davis

Sir, I would like to take this opportunity in wishing Michael Prowse well as his assignment in Washington comes to an end. His final article, "A deep debt of gratitude" (November 26) demonstrated, to all students of US current affairs, his thought-provoking and perceptive style.

His uncanny ability to second-guess the actions of the Federal Reserve and eruditely knowledge of US macroeconomic indices have, over the years, provided a detailed picture of the US economy. An unwavering advocate of supply-side economics and the teachings of Frederick Hayek, he remained principled to the last. Whether his career takes him next I for one will watch with interest. The FT leaves itself with a hard act to follow.

Paul Davis,  
26 Suffolk Road,  
Sidcup,  
Kent, UK

## Europa · Georges de Menil

## EU's chance to shine

Europe should stop being feeble and support Ukraine's reform programme

This month will test the European Union's capacity to show leadership in foreign policy. The issue is the EU's response to radical reform in Ukraine, which is the key - as much as Russia - to the geopolitical stability of Europe. On December 17, Europeans, Americans and Japanese gather in Washington to decide whether or not to provide support for Ukraine's new reform programme.

Last week Mr Leonid Kuchma, Ukraine's president, began submitting a legislative package to eliminate regulations, reduce taxes and cut expenditure.

This is Mr Kuchma's second initiative. The first was launched in October 1994, three months after his election. It eliminated price controls, notably for industrial gas; gave free access to the foreign exchange market for all importers and exporters; abolished trade quotas; and cut the budget deficit from 10 per cent in 1994 to 3 per cent this year.

The result, two years later, is the end of high inflation and the early signs of export growth. Prices are presently growing at an annual rate of about 20 per cent. For a country in which they rose 10,000 per cent in 1993, this is a significant achievement.

Nevertheless, the first programme left a myriad of regulatory and administrative obstacles to enterprise, excessively high taxes and a sprawling, inefficient government administration.

One example of the way in which regulations from Soviet days hamstring businesses is the *kartoteka* regulation, which prohibits Ukrainian enterprises from having more than one bank account, and allows the tax administration to freeze all transactions on that account if it deems that the company owes back taxes.

The regulation also prohibits

businesses from drawing cash from their account without prior administrative approval. The consequence is that no intelligent businessman uses his bank account to run his business.

According to World Bank estimates, for every dollar produced officially in Ukraine, another dollar is produced unofficially, in a shadow economy where the medium of exchange is dollar bills. Not surprisingly, in the economy as a whole production is still falling. Gross domestic product in the official economy is expected to fall 9 per cent in 1996; GDP in the unofficial economy may be growing, but not enough to compensate.

The purpose of the second wave of reforms, crafted by Mr Victor Pynzenky, vice-prime minister, is to make a clean slate of the remaining Soviet regulatory and other impediments, bring the shadow economy into the open, and put Ukraine on a rapid growth path.

This is Mr Kuchma's third initiative. The first was launched in October 1994, three months after his election. It eliminated price controls, notably for industrial gas; gave free access to the foreign exchange market for all importers and exporters; abolished trade quotas; and cut the budget deficit from 10 per cent in 1994 to 3 per cent this year.

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not be ignored

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## FINANCIAL TIMES

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Friday December 6 1996

## Jobs warning for Mr Kohl

Yesterday's news of record unemployment in Germany was the latest indication that the nation's fitful economic recovery is still not producing more jobs. The 50,000 jump in the seasonally adjusted total of registered unemployed to 4.1m in November was well above recent trends and expectations: it points to a bleak mid-winter.

It also suggests that Mr Günter Rexrodt, economics minister, was ill-advised to repeat his perennial optimism on the strength of Wednesday's relatively buoyant third-quarter economic growth figures. Insofar as Germany is enjoying a recovery, it is a jolts one with little prospect of improvement.

Germany's unemployment problem is not cyclical: it is structural. Industry is responding in a time-honoured fashion to high costs at home, by shedding labour and investing abroad. Meanwhile the all-important Mittelstand companies are holding back from investment and job creation. In addition, in eastern Germany one in four of the labour force has no proper job. This shows there has been no effective substitution of employment following the collapse of state industries after unification.

This is a problem turning into a crisis, and it requires decisive government action. Unfortunately, the well-meaning programmes of Chancellor Helmut

Kohl's coalition in Bonn have so far proved far less effective than hoped. Relaxation of job security in the very smallest of companies, which was supposed to produce up to 500,000 new jobs, has so far had no perceptible effect. Non-wage labour costs which make German workers among the most expensive in the world are set to increase further next year, with a rise in pension contributions.

The modest moves to curb Germany's notoriously generous sick pay provisions have fallen foul of union protests. Yesterday's unexpected regional settlement in the engineering industry of Lower Saxony may buy industrial peace. But the agreement to continue sick pay at 100 per cent of salary in return for cuts in end-of-year bonuses could prove expensive.

Health insurance funds have calculated that German workers take an average of 21 days sick leave each year, which is far above the level in comparable and competing industrialised countries. It is a sign of the perverse incentives and bizarre expectations which the welfare structure has created.

There is no dissent in government, opposition, business or in the trade unions on the analysis of Germany's problems. But the November unemployment figures are a grim reminder of the need for more decisive action by all sections of society.

## Faked beans

No aspect of modern human existence is more prone to provoke panic than food. With mad cow disease still lurid in the public imagination, European consumers find themselves assailed by a new threat: mutant crops produced by genetic engineers, infiltrating their stomachs without so much as a by your leave.

A new breed of genetically modified maize threatens to unleash a transatlantic trade dispute. Green lobbyists and consumer groups rumble about a US soybean engineered to resist disease. The debates generate more heat than nutrition.

What, one might ask, is the fuss about? Technologists have been improving crops by selective breeding for centuries, with overwhelmingly beneficial effects for mankind. Most of the transplants of genetic material being undertaken by today's biotechnology companies are in essence no different.

There is, however, a problem which cannot be dismissed. In Europe, many consumers mistrust the new products. And ESE shows what can happen when public mistrust runs out of control.

The two new products raise different issues. Ciba's maize, though approved by the US Food and Drug Administration, causes concern among some European scientists about a gene it contains which could make bacteria resistant to antibiotics in animals and possibly

humans. If this difference prompts the European Union to curb US maize imports, an ugly row will ensue, reminiscent of their long-running argument about the use of growth-promoting hormones in beef.

Monsanto's soybeans, by contrast, are agreed by authorities on both sides of the Atlantic to be entirely safe. But protesters demand that consumers be told what they are buying by means of labels - a task the manufacturer says is impossible since there is no way food processors can segregate different types of beans.

Two immediate lessons occur.

First, there is an urgent need for greater co-operation among regulators of food and drugs. This applies especially to Europe, where the system is of a complexity which only the inventors of the Common Agricultural Policy could have envisaged and as a result commands almost no public confidence.

As Mr Franz Fischler, agriculture commissioner, said this week, Europe has much to learn here from the FDA.

Second, in the absence of strict regulators, consumers crave information. This does not necessarily mean labels - although informative labelling can help. It means that manufacturers, retailers and governments have a responsibility to educate the public about new techniques such as genetic engineering. Unless they do, disinformation will proliferate.

## Cyberpiracy

Copying may be the sincerest form of flattery, but the owners of intellectual property would rather have royalties.

Unlike photocopying and tape recording, digitally stored information can be reproduced perfectly. It can be picked up over the Internet anywhere in the world for the price of a local telephone call.

More than 100 member governments of the World Intellectual Property Organisation are discussing in Geneva three new treaties to extend the rules for copyright protection into the digital age. Although both the European Commission and the US Congress have discussed the issues, global law is needed for a global medium.

Because material on the Internet is difficult to protect, much of its potential for disseminating entertainment and information is at present unused. But the absence of a simple and secure way of charging for downloading software, music or books is an equally important constraint. The enormous advantages of the Internet for distributing many forms of copyright material will not be realised unless these obstacles are overcome.

Bringing the century-old Berne convention on copyright up to date would be an important step. However, after agreement is reached the net will remain vulnerable to pirates

operating from countries which have not signed.

Even with conventional taping the music and film industries estimate that copies outnumber pre-recorded originals by three to one in industrialised countries. Faster Internet connections will multiply this problem. The time taken to transfer a music CD is being cut from about two days to 10 minutes. This could reduce rewards for innovation or put up the price for legitimate customers.

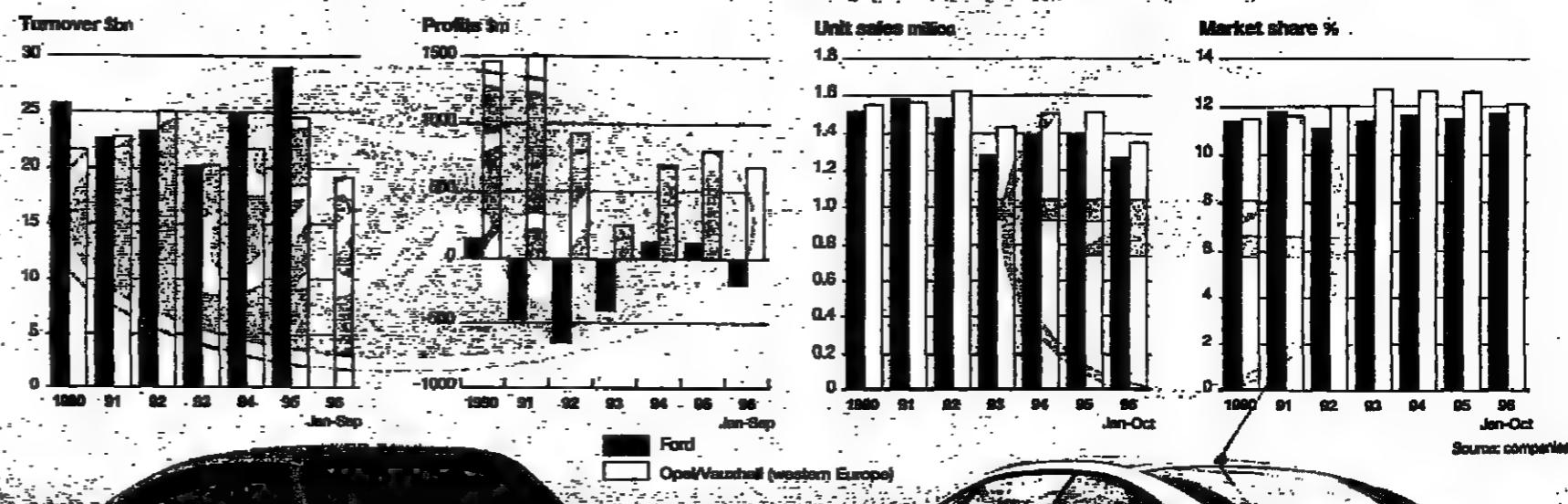
The main problem will therefore be to enforce the new rules. The Internet was designed as an open information highway for US scientists, quite different from a worldwide commercial forum. But the commercial sector has a great incentive to ensure that technology is available to protect copyright.

New techniques for encrypting information will enable the information to be sent only to the intended recipients. This would also allow a cyberpayments system in which people could pay with a mouse click rather than by confirming credit card numbers over the telephone. Electronic tagging can already be used to distinguish legal from illegal copies.

Legal protection of copyright is needed if the Internet is to achieve its full potential. The next step will be to perfect the technology which can make the laws effective.

## COMMENT &amp; ANALYSIS

### Carmakers in Europe: General Motors pulls ahead of Ford



Source: company

Vauxhall Corsa

## A need for positive steering

Ford faces several difficulties in its effort to catch up with General Motors in Europe, says Haig Simonian

When Ford killed off the Capri in 1987, aficionados of stylish but affordable coupes shed a tear at the loss of a popular car. But the demise also marked a turning point in Ford's fortunes: after years of supremacy in Europe over General Motors - its otherwise much bigger rival - Ford foundered. By 1990, when Opel and Vauxhall launched the Calibra, the Capri's spiritual successor, GM's European subsidiaries had caught up with Ford in the most competitive car market. GM is now one of Europe's most profitable and productive carmakers and Ford is flagging.

In the 1980s Ford of Europe kept Ford afloat in the US under attack from the Japanese. Recently, the positions have been reversed as Ford took its eyes off the ball in Europe," says Mr John Lindquist, a motor specialist at the Boston Consulting Group.

While Ford has lost money in Europe in four of the past seven years, GM has racked up net profits of \$6.5bn (£2.5bn) in the same period. In September Ford reported record European third quarter losses of \$472m, compared with \$320m last year. Ford warned of a likely \$300m to \$400m charge in the final quarter to cover early retirements partly in Europe. GM made \$75m in the third quarter.

So serious has the financial hemorrhage become that Mr Alex Trotman, Ford's chairman, re-assigned Mr Jac Nasser - a trusted lieutenant who is tipped as a future chairman and has been running Ford's US operations - back to Ford of Europe to sort out the mess. Mr Nasser could start by looking at GM. The companies are similar in Europe in sales, models and coverage. But they differ in organisation, products and plant efficiency, in each case, GM has lessons for Mr Nasser.

In a decisive move in January 1986 GM concentrated European product development on Opel, leaving Vauxhall as a production offshoot. To minimise rivalry, GM simultaneously created a small European headquarters in Zurich. Although Opel dominates its European operations, it is Zurich which calls the shots.

"We went from being a German manufacturer to being a European one," says Mr Louis Hughes, president of GM's international operations.

Ford has only recently started to integrate rigorously in Europe. Under Ford 2000 - the reorganisation instituted by Mr Trotman in 1994 - the company has tried to cut costs and improve efficiency by shifting responsibility for new vehicles from regional subsidiaries to a handful of "Vehicle Centres", each responsible for a particular type of product. In a tweak in September, Mr Trotman merged two pairs of US-based vehicle centres to streamline Ford 2000 further.

Ford 2000 has been praised as visionary, but criticised for poor implementation. The upheaval, which is still under way, may have exacerbated Ford's problems in the short term. But the main flaw of Ford 2000 is its failure to address the duplication in Britain and Germany.

VCI, the only vehicle centre in the region, is responsible for small and medium-sized front-wheel-drive cars. But it is split between Britain and Germany. That leads to inefficiency and cost," says Mr Steve Young, a motor industry specialist at A.T. Kearney, the management consultancy.

Ford denies its European operations are inherently flawed. Mr Richard Parry-Jones, head of VCI, says its split location is largely irrelevant in an age of instant communications and tele-conferencing. "It's my inside and outside the company, but it's not a problem," he says.

But differences between Ford's powerful European subsidiaries over new vehicles partly explain why some recent models have

not lived up to expectations. "In a period when all carmakers have been offering fundamentally undifferentiated product in Europe, Ford has suffered by having *unexciting* undifferentiated product," says Mr Young.

By axing the Capri, Ford began a decade of concentrating on mainstream models and ignoring low-volume, image-building cars which pull customers into the showroom. By contrast, GM's Calibra marked a shift towards specialist vehicles alongside the utilitarian family saloons for which it was known.

The move into niche vehicles like the Calibra followed the revamp of GM's broader range in the mid-1980s. Much of its success is attributable to two mainstream vehicles: the Opel Ascona/Vauxhall Cavalier and the Opel Kadett/Vauxhall Astra.

Both offered good design, up-to-date engineering and value for money when leadership had made Ford complacent.

The head of a rival says: "The name of the game is product, product and product."

Ford was making vehicles which didn't appeal to the market's requirements in Europe. Thanks to its new cars, Opel/Vauxhall has been the best-selling brand in Europe for the past five years.

Differing sales performances by Ford and GM models have affected how efficiently they have used their factories. Capacity utilisation, rather than volume, is crucial to profitability in Europe, says Mr Stephen Haggerty, motor industry analyst at Schroders in London.

GM has been consistently better at improving productivity and tailoring capacity to demand. Mr Lindquist says that, based on value added per employee and the speed of turning over stocks - two decisive benchmarks - Vauxhall raced from well behind Ford to comfortably ahead between 1992 and 1994. In Ger-

many, where GM started less far behind, Opel achieved rough parity during the same period.

In that period GM also "revolutionised" its purchasing by centralising its European buying activities and moving from suppliers in Germany to lower-cost alternatives, says Mr Hughes. "It is almost impossible to calculate what we have saved in purchasing," says Mr Dick Donnelly, president of GM Europe. GM has also "outsourced" more to component suppliers than Ford, reckons Mr Lindquist.

GM has been helped by the popularity of its cars. That has reduced the need for incentives to shift stock. With chronic overcapacity and rising competition in Europe, incentives can be exceedingly expensive, as Ford noted in its third-quarter report.

Healthy demand for GM's cars has also created the cash flow to invest in the latest "lean manufacturing" technology. GM's new factory at Eisenach in the former East Germany is Europe's most efficient plant, according to the Economist Intelligence Unit.

Ford has been trying to catch up. At Valencia in Spain it has just opened a "supplier park" to cut handling costs and improve delivery times for component sub-assemblies from suppliers located alongside its car plant.

In terms of models, too, Ford has some triumphs. Its Transit van is one of Europe's best sellers, while GM is much weaker in commercial vehicles. Ford is also ahead in multi-purpose "people-carriers", where GM has only just launched a competitor - two years behind Ford's Galaxy.

The Galaxy is one of a number of new or heavily revised vehicles that suggest Ford is trying to improve design, quality and value.

Mr Lindquist says that, based on value added per employee and the speed of turning over stocks - two decisive benchmarks - Vauxhall raced from well behind Ford to comfortably ahead between 1992 and 1994. In Ger-

many, where GM started less far behind, Opel achieved rough parity during the same period.

In that period GM also "revolutionised" its purchasing by centralising its European buying activities and moving from suppliers in Germany to lower-cost alternatives, says Mr Hughes. "It is almost impossible to calculate what we have saved in purchasing," says Mr Dick Donnelly, president of GM Europe. GM has also "outsourced" more to component suppliers than Ford, reckons Mr Lindquist.

GM has been helped by the popularity of its cars. That has reduced the need for incentives to shift stock. With chronic overcapacity and rising competition in Europe, incentives can be exceedingly expensive, as Ford noted in its third-quarter report.

Yet the real challenge for Ford is not to catch up in styling or value for money, but to keep pace with broader changes in Europe. While most forecasters expect sales in western Europe to stagnate in the next decade, they predict soaring demand in the fast-expanding economies of the former communist countries.

GM has already responded. In Hungary it has invested more than DM700m (£273m) in a big engine and car plant in Poland, where it has a low-volume assembly plant, it last month broke the ground for a DM470m factory near Katowice, modelled on Eisenach. Ford's investments have been restricted to a "screwdriver" plant in Poland and component activities in the region.

Mr Parry-Jones says Ford has eschewed eastern Europe because it is unconvinced by the bullish forecasts. The real reason is that its excess capacity and heavy losses in the west militate against new factories in the east.

The danger is that Ford may be sending Mr Nasser to put out one fire just when he should be tending to another.

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many, where GM started less far behind, Opel achieved rough parity during the same period.

A US embassy official quickly spotted Kubo, and rushed forward to invite him to go to the head of the queue with the pusher VIPs. Politely, Kubo declined. Perhaps, as a senior member of the Socialist party, the bespectacled, schoolmasterly Kubo feels himself to be a man of the people.

But he wasn't the only one. Among other top dogs who didn't mind standing in the rain was Sir David Wright, UK ambassador to Japan. His patience must have been sheer giddiness...

His Excellency! [Advertisement] "Why the world's leading airlines fly Constellations. Lockheed Constellation is the swiftest transport in service today - over 300 m.p.h. And only the Constellation has all four safety features - Patented Aerobrakes, Tricycle Landing Gear, additional Flight Engineer and a reserve of over 4,000 surplus horsepower. No wonder that Air France, American Overseas Airlines, BOAC, KLM, Pan American Airlines and TWA have all chosen Constellation."

## OBSERVER

### Better read than red

You might have imagined that Russia's embrace of red-clawed capitalism would have been hailed by America's right as an ideological victory on a historic scale. Think again.

From something calling itself the Centre for Security Policy - yet another Washington DC think tank - comes a foaming fax, warning that Russia's recent \$1bn eurobond issue is a "momentous and potentially ominous" development.

Its argument runs like this: now that the Kremlin can tap western pension funds for cash - rather than rely solely on the International Monetary Fund - Russia will be able to achieve that much-dreaded condition, the "financial breakout".

Russia's eurobond programme will create a formidable pro-Moscow lobby in Washington, which will force the US government to bail out Russia in the event of a liquidity crisis.

The fax offers an alternative scenario. Maybe, it posits, all this lovely American pension fund money will actually go on the following: developing a new Topol M mobile intercontinental ballistic missile programme;

**LEGAL DEFINITIONS**  
close company n. 1 organisation which holds either windows or air conditioning 2 a company which for the purposes of corporation tax is considered to be under the control of five or fewer participants, see ROW & MAW: *tax* (p 017-245 422)

Rowe & Maw  
LAWYERS FOR BUSINESS

# FINANCIAL TIMES

Friday December 6 1996

## No plans yet to produce mid-range weapon India finishes research on Agni nuclear missile

By Mark Nicholson  
in New Delhi

India has "successfully completed" research on a intermediate-range missile with a nuclear capability, though it has no plans to produce the weapon unless it believes it is under increased military threat, the defence ministry said yesterday.

The ministry said, the 2,500km-range Agni missile, tested last year, was a research project and was not designed as a missile system.

Any decision to make and deploy the weapon, which Indian defence analysts say could carry a nuclear payload, would be taken at the appropriate time consistent with the prevailing threat perception".

The announcement arose from a defence ministry report submitted to parliament last month. Its release follows last week's state visit to India by Mr Jiang Zemin, China's president, during which both coun-

tries pledged to develop "a long-term, enduring" relationship and announced a series of confidence-building measures for their 3,000km, still-disputed border.

The Agni has the longest range of the five missiles India has been developing under its integrated Guided Missile Programme, begun in 1983 with an investment of around \$200m.

The missile would theoretically be capable of reaching all parts of the sub-continent from India and much of western China. "The Agni is fundamentally India's deterrent against China," said Mr Brahma Chellai, a defence analyst with the Centre for Policy Research in Delhi.

Indian defence analysts say the missile has never been tested to its full range or payload capacity.

India's development of both the Agni and the smaller mobile-launched Prithvi missile have been criticised by the US and Pakistan,

its rival in south Asia. Indian officials said last year it would bring into service the Prithvi, a weapon that can carry a 1-tonne payload up to 250km. India is believed to have produced more than 15 missiles, which analysts consider are more effective as second-strike conventional missiles than as a nuclear delivery system.

India's missile programme is consistent with its posture of nuclear ambiguity, in which the country claims the capability to make and deploy nuclear weapons but declares no present intention of doing so. India tested a nuclear "device" in the Rajasthan Desert in 1974.

Delhi has argued that its national security depends on such nuclear ambivalence, given the similar posture taken by Pakistan, which it has fought three wars since independence, and China's existing status as a nuclear superpower.

## British Gas ends row with BP over N Sea contracts

By Robert Corrigan and Jane Macdonald in London

British Gas yesterday announced a £250m (\$400m) deal with British Petroleum that marks a first step towards ending its bitter row with North Sea gas producers.

At issue is the future of tens of billions of pounds of "take-or-pay" contracts under which British Gas must pay for gas whether or not it uses it.

The company also released details of the planned demerger which will lead to the creation of a listed company, Centrica, containing the domestic gas supply, trading, service and retail divisions.

The agreement with BP was the first sign of progress in resolving the most intractable problem that has arisen as part of Britain's ambitious plans to open its gas market to full competition by 1998.

The renegotiation of contracts with BP was announced by Mr Richard Giordano, British Gas' chairman and chief executive. Under the agreement, British Gas would pay

BP £250m in cash and/or assets in exchange, BP, one of its largest suppliers, has agreed to terminate some supply contracts and to lower prices on others from 16p a therm to 14p a therm – roughly equal to current competitive prices.

A similar deal has been struck between British Gas's North Sea production arm and its domestic trading division. The "aggregate compensation" amounted to £250m, the company said.

The contracts, signed when British Gas was a monopoly, require it to pay for large amounts of gas it no longer needs. This is because its share of the commercial market open to competition has plummeted to about a third. It claims that without renegotiation, the problem could worsen markedly in 1998, when its last remaining monopoly to supply 15m households is lifted.

Other deals could be done before February 17, the date set for the demerger of the company, according to Mr Giordano. He said the agreement with BP was the first sign of progress in resolving the most intractable problem that has arisen as part of Britain's ambitious plans to open its gas market to full competition by 1998.

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See Lex:  
Mixed signals, Page 22

## Newmont bids \$2bn for gold rival

Continued from Page 1

with projects in Peru and Indonesia. It was also the first western company actively to operate a mining operation in the countries formerly part of the Soviet Union.

Analysts suggested that,

with the gold price near its lowest point for three years and gold companies out of favour, Newmont had chosen a good time to pounce.

Santa Fe was spun off by its parent, the famous railway company, in 1989. It was floated on the New York Stock

Exchange in 1994 with a \$2bn market value. It has no dominant shareholder.

Newmont is offering to exchange 0.83 shares for each Santa Fe share. It says these terms are worth \$15.68 a share, compared with a price of \$11 before the bid was made.

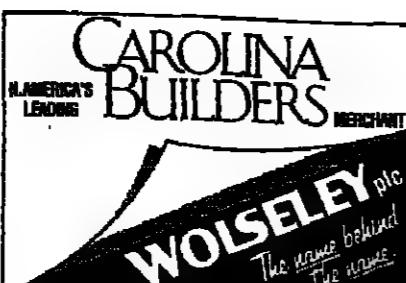
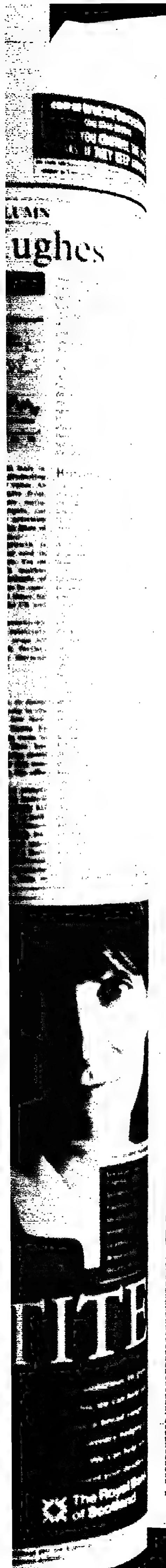
See Lex:  
Mixed signals, Page 22

## High pressure will bring calm and dry conditions to the central and southern British Isles. Parts of England may have patchy fog. The north-west will be rather cloudy with showers. Thick cloud and patchy drizzle will stretch from southern Scandinavia across the Benelux to France. Low pressure on the northern coast of Spain will bring torrential rain to the coast, snow in the mountains and showers on the plains. Portugal will stay dry with ample sunshine in the south. A high over Russia will promote calm conditions with bright sunshine in Italy and Greece. Central and eastern Europe will be dry with some sun.

**Five-day forecast**  
A front associated with the low in Spain will gradually push eastwards, bringing torrential rain to Italy from Sunday. North-western, central and eastern Europe will be calm and dry. Most of these areas will also turn cooler.

## TODAY'S TEMPERATURES

	Maximum Celsius	Minimum Celsius	sun 4	Cannes	cloudy 23	Faro	sun 13	Madrid	rain 5	Rangoon	shower 32
Abu Dhabi	sun 27	10	1020	Bolende	fair 4	Grenoble	shower 15	Frankfurt	fair 8	Reykjavik	snow 1
Acre	thund 30	10	1020	Berlin	fair 3	Grenoble	cloudy 8	Milan	fair 14	Rio	rain 20
Algiers	shower 17	10	1020	Bermuda	shower 21	Cologne	cloudy 4	Gibraltar	fair 14	Rome	rain 17
Amsterdam	cloudy 8	10	1020	Bogota	fair 21	Dakar	fair 27	Manchester	fair 3	S. F. Paolo	rain 17
Athens	fair 14	10	1020	Bombay	fair 12	Dallas	sun 22	Malaga	cloudy 31	Seoul	rain 17
Austin	sun 16	10	1020	Brussels	cloudy 8	Deli	sun 25	Melbourne	shower 18	Singapore	sleet 2
B. Aires	shower 25	10	1020	Budapest	fair 3	Dublin	fair 14	Hamburg	fair 14	Singapore	sleet 2
B. J. Town	fair 3	10	1020	Cairo	cloudy 10	Dublin	fair 14	Heilbronn	cloudy 2	Stockholm	drizz 4
Bangkok	fair 20	10	1020	Cebu	fair 20	Dublin	fair 14	Helsinki	cloudy 6	Stockholm	fair 8
Barcelona	shower 13	10	1020	Copenhagen	fair 20	Dublin	fair 14	Hong Kong	fair 19	Miami	rain 32
Beijing	sun 24	10	1020	Edinburgh	fair 20	Dublin	fair 14	Honolulu	fair 20	Montreal	rain 32
Buenos Aires	fair 14	10	1020	Edinburgh	fair 20	Dublin	fair 14	Iceland	shower 12	Montreal	rain 32
Cape Town	sun 24	10	1020	Edinburgh	fair 20	Dublin	fair 14	Jakarta	shower 12	Montreal	rain 32
Caracas	sun 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	Jersey	shower 12	Munich	rain 32
Colombia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	Kuala Lumpur	shower 8	Nairobi	rain 32
Costa Rica	sun 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	Kuwait	sun 25	Naples	rain 32
Cuba	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	Lagos	cloudy 21	Nassau	rain 32
Croatia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	Lima	cloudy 21	Nassau	rain 32
Cuba	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Croatia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Cuba	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Croatia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Cuba	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Croatia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Cuba	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Croatia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
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Croatia	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Cuba	fair 4	10	1020	Edinburgh	fair 20	Dublin	fair 14	London	cloudy 21	New York	rain 32
Croatia	fair 4	1									



FINANCIAL TIMES  
COMPANIES & MARKETS

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Friday December 6 1996



**IN BRIEF**  
**TCI to reduce staff by 6.5%**

Tele-Communications Inc, the USA's largest cable television operator, is to cut its share by 6.5 per cent and review all expenses not directly related to serving customers. About 2,500 employees from its corporate headquarters and field offices will go. Page 18

**NordLB plays down talk of merger**  
Norddeutsche Landesbank, the German regional bank, sought to talk down reports of a merger with Bankgesellschaft Berlin (BGB), saying that there was no need for a full-scale merger, which would create Germany's biggest bank. Page 16

**Record year lifts Opie hopes**  
The Overseas Private Investment Corporation, the US agency that promotes foreign investment and narrowly avoided the congressional axe this year, announced it had earned a record \$203m profit in the year to October. Page 19

**GrandMet boosts spirits sector**  
The "recovery" of world spirits markets gained credibility with the results from Grand Metropolitan, the UK drinks and food group. Its operating profits from drinks rose 4 per cent to \$471m (£772m) with pre-tax profits up 6.5 per cent to £963m for the year to September. Page 23

**Hanson's conglomerate era ends**  
Hanson delivered its final set of results as a conglomerate with a whimper, unveiling underlying profits down 3.6 per cent to £1.2bn. At the pre-tax level, the results for the year to October 1 were bolstered by £233m of exceptional gains on disposals. Page 22

**Gold market rife with speculation**  
The gold market was awash with rumours that a European central bank had been selling gold overnight. Traders suggested 600,000 ounces (18.7 tonnes) had been sold, followed by heavy selling by investment funds. At the morning "fix" in London, gold's price was \$368.30 an ounce, just above the three-year low reached on Tuesday. It stood at \$370 by the close. Page 23

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BGB	16	Lotto	16
BskyB	8	London Clubs	22
Barney's	20	McDonald Douglas	15
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CIBC	16	Michelin	16
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**Market Statistics**

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**Chief price changes yesterday**

FRANKFURT STOCKS		PARIS STOCKS	
Siemens	+ 14	Philips	- 25
Daimler-Benz	+ 20.5	CSF	+ 20.5
BMW	+ 9	Compagnie Gé	+ 15
Monte Carlo	+ 23.4	Elf Aquitaine	- 14
Postbank	+ 12.4	Imi France	+ 33
HSB	+ 4.0	Projet	+ 12
AMERICA'S BOND MARKET		TOKYO (Yen)	
Fluor	+ 24	Idemitsu Kosan	+ 120
Imperial Chemical	+ 18.4	Daewoo	+ 270
Philip Morris	+ 27.4	France	+ 210
General Elec	+ 27.2	Grande Céréale	+ 57
Lever Bros	+ 27.2	Stora Enso	+ 10
Deutsche Tele	+ 11.4	Stora Enso	+ 10
Unilever	+ 3.4	Clayton Corp	+ 35
AMERICA'S BOND MARKET		Philips	+ 10
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Fluor	+ 24	Daewoo	+ 120
Imperial Chemical	+ 18.4		

## COMPANIES AND FINANCE: EUROPE

# Spain paves way for second telecoms group

By Tom Burns in Madrid

The Spanish government yesterday gave the green light to a second domestic telecoms operator by authorising the transformation of Retevisión, the state-owned TV signals transmitter, into a basic telephone company.

In a second deregulatory move expected later this month, the government will invite bids for 90 per cent of Retevisión's equity.

The launch of Retevisión comes ahead of the full privatisation of Telefónica, Spain's existing

domestic telecoms group.

The sale of the government's remaining 21 per cent stake in the national operator is scheduled for February next year and the disposal is worth some Pta560bn (\$4.5bn) at Retevisión's current market price.

The only consortium that has so far indicated an interest in acquiring Retevisión is one which brings Global One, the alliance formed by France Télécom, Deutsche Telekom and Sprint, the US operator, together with a group of Spanish banks and electric utilities, led by Banco Central

Hispano and Endesa, the large government-owned generator.

The government wants to complete the partial privatisation of Retevisión in March next year and to have the company competing with Telefónica in April.

The timetable will give the second operator a degree of leeway in order to consolidate its business ahead of the full deregulation of the domestic sector late in 1998 which is when Spain plans to implement the EU's open market directives for the telecoms industry.

As well as providing an early entry into the domestic market, analysts believe the main attraction of Retevisión for foreign groups is that it is already a fully operating transmitter, with 1,200 employees and 1,800 signal stations providing nationwide audio and visual services.

It has widened its television support role to provide signals for a number of clients including Airtel, the second domestic cellular phone operator, and British Telecom's data transmission subsidiary in Spain.

The company's assets, which include 34 per cent of Hispasat, a Spanish satellite, have been valued at Pta4bn. It is forecast to make a net profit of Pta2.1bn this year on sales of Pta25bn.

Retevisión, however, faces the daunting task of breaking into a domestic industry that is dominated by Telefónica in what will be its last full year as the monopoly provider of basic telephone services. Telefónica is estimated to post a net profit of Pta17.5bn this year, up from Pta13.5bn in 1995.

## Peugeot shares slip as Michelin cuts holding

By David Owen in Paris and Haig Simonian in London

Shares in Peugeot-Citroën, the French car group, fell sharply yesterday after Michelin, the tyremaker, sold a 2.6 per cent stake in the company.

Michelin said it had sold about 40 per cent of its holding in Peugeot, or some 1.3m shares, to institutional investors for FF1614 a share - a discount of FF124 to Wednesday night's closing price of FF1638. Peugeot shares fell FF116, or 2.6 per cent, to close at FF1622 yesterday. Michelin shares dropped FF1140, or 0.5 per cent, to FF1277.

Michelin said the FF1624m (\$152.35m) proceeds would enable it to "pursue the reinforcement of its financial position" by reducing its heavy debt. The sale did not mean Michelin thought Peugeot-Citroën shares were no longer a good investment. Michelin had net debts of FF123.2bn on June 30 1996. This gave it a net debt to equity ratio of 121 per cent, or 197 per cent if FF14.5bn of subordinated debt were considered as debt rather than equity.

The tyre company has longstanding links with Citroën, having taken control of the company in 1984. The merger between Peugeot

and Citroën dates from 1978. After yesterday's sale Michelin will retain 3.5 per cent of Peugeot's capital and 5 per cent of its voting rights. Peugeot family interests retain just over a third of the voting rights.

Separately, Peugeot denied that it was in talks to sell its 22 per cent stake in a Chinese carmaker in Guangzhou to Opel, General Motors' subsidiary.

Mr Jacques Calvet, chairman, yesterday said the Chinese car market had been in difficulties, particularly after the government's latest credit squeeze, which had sharply reduced demand.

The Guangzhou plant was one of the first joint ventures between a western carmaker and local interests. However, it has never lived up to expectations. Various commercial and cultural difficulties meant total output had only been about 100,000 units since starting business in 1986.

Peugeot-Citroën denied it was planning to sell its stake in the venture, which builds Peugeot 504 and 505 sedans, to concentrate production at a new Citroën plant in the central city of Wuhan. Analysts said that while a shift was possible in the longer term, it was not on the cards at present.

Opel declined to comment



Jacques Calvet: credit squeeze had hit Chinese market

on the reports. However, the company is believed to be looking at further opportunities in China after last year's agreement by GM to form a joint venture to build up to 100,000 large family cars a year in Shanghai.

Analysts believed GM, which also has a joint venture for light commercial

## France faces shake-up in banking sector

By Andrew Jack in Paris

and permit cross-shareholdings for the first time.

Criticism of the Caisse d'Épargne's lack of capital contributed to its reluctance to bid for two state-owned French banks up for sale: Marseillaise de Crédit and CIC.

The Caisse d'Épargne said that it had ruled out its conversion into a conventional corporation, and stressed its desire to maintain its social objectives while playing an important role in the French banking sector.

French banks face the prospect of a substantial shake-up after the Caisse d'Épargne savings network yesterday unveiled proposed changes to its statutes and the country's finance minister said that he had set up a committee to consider how to remove competitive distortions in the sector.

The Caisse d'Épargne, which is governed according to nineteenth-century charitable statutes and has no shareholders, said it planned to convert its 34 regional savings banks into co-operatives, while creating separate foundations to maintain its social objectives.

Separately, Mr Jean Arthuis, finance and economics minister, told the Financial Times that he had appointed Mr Dominique de La Martinière to produce recommendations on changes to the banking sector.

Mr Arthuis said that he was not an enthusiast for legislation, but there was "probably" a need to reform the 1887 labour decree which severely restricts banks' ability to increase more flexible working hours.

Similar recommendations were made last month by an influential report from the French senate finance commission.

The National Assembly earlier this week announced the creation of its own committee to study the question.

## EUROPEAN NEWS DIGEST

## Cost pressures hit Kolbenschmidt

Kolbenschmidt, the German engine components business, yesterday blamed continuing cost pressure in its core car component market for a fall in pre-tax profit in the year to September, to DM56.7m (\$38.5m) from DM63m the previous year. Sales fell to DM1.32bn from DM1.34bn.

"We've achieved a decent result under enormous cost pressure in a difficult market," Mr Heinrich Binder,

chairman, said.

Kolbenschmidt said it was planning to resume a dividend payment for the year, but did not provide details. The company last paid a dividend, DM4 a share, in the year to September 1991. Kolbenschmidt said it expected to strong growth in the coming years through "considerable" investments.

AFX-News Neckarsulm

### Repsol in talks with Solgas

Repsol, the Spanish energy company, was in talks to acquire 60 per cent of the Peruvian butane gas company Solgas for about Pta6.5bn (\$45m), sources close to Repsol said. The talks were at a "very advanced" stage, the sources said. Solgas, which was privatised in 1992, has a 56 per cent share of the local butane gas market. Mr Alfonso Cortina, Repsol chairman, said last month the company planned to invest \$200m in Peru over the next five years.

AFX-News Madrid

### Pharmacia drug trial complete

Pharmacia & Upjohn, the Swedish-US pharmaceuticals group, said it had completed clinical trials of its highly-rated anti-incontinence drug, tolterodine, and would file applications for regulatory approval within two months. It said the trials, involving more than 2,000 patients in Europe, North America and Australia, indicated tolterodine "would fill a significant market need".

Mr Göran Ando, executive vice-president, said: "We have a drug which is clearly effective, as well as well-tolerated." Mr Ando said applications for registration of tolterodine tablets would be filed in the US, Sweden and the UK by early next year. Pharmacia & Upjohn said two new therapies - an eye disease treatment, Xalatan, and an anti-colon cancer agent, Camptosar - launched in the US after mid-year had met rapid market acceptance.

Sales of Xalatan were \$20.6m to end-November, while Camptosar revenues were \$4.1m. The shares rose SKr5.5 to SKr26.5 amid strong gains for pharmaceutical shares on the Stockholm bourse yesterday.

Greg McIvor, Stockholm

### Hungary to launch bank sale

Hungary said yesterday it would sell off one of the last large commercial banks in state hands by the end of May. APV, the privatisation agency, said it would launch a two-round tender for Kereskedelmi és Hitel Bank (K&H Bank) in January.

The state, which owns 87.8 per cent, is aiming to sell at least 25 per cent of the shares and plans a capital increase of no less than \$40m. A stake of up to 30 per cent of the present capital is also to be given to the state health and pensions funds. APV hopes to finalise the sale of an 89 per cent stake in Magyar Hitel Bank, another leading local bank, to ABN Amro for \$86m this month. Analysts say Hitel has a stronger management team and a more focused strategy than K&H, which has a diverse equity and loan portfolio and still requires considerable restructuring.

Virginia Marsh, Budapest

### CFPI stake 'not hostile'

Rhône-Poulenc, the French chemicals conglomerate, said it had "no hostile intentions" towards CFPI, the agrochemicals company in which it has built up a 23.4 per cent stake since the start of November, becoming the single largest shareholder. Rhône-Poulenc and CFPI have had a relationship of collaboration and competition for the past 10 years", particularly in herbicides and growth control products, CFPI said.

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April 1995 Otokar Otokar Karoseri Sanayii A.S. Initial Public Offering of 16,000,000 Shares Lead Manager & Underwriter TDB BANK DİSKİYAT A.S.	March 1995 BATICİM Baticim Anadolu Çimento Sanayii A.S. Initial Public Offering of 84,000,000 Shares Lead Manager & Underwriter TDB BANK DİSKİYAT A.S.	January 1996 MILPA Milpa Sanayii ve Ticari Ürünler Pazarlama San. ve Tic. A.S. Initial Public Offering of 5,400,000 Shares Lead Manager & Underwriter TDB BANK DİSKİYAT A.S.
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Euromoney Magazine Poll, October 1996



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## NordLB plays down talk of merger

By Frederick Städemann in Berlin

Mr Bodin identified three areas - investment banking, overseas operations and the handling of corporate clients - in which a joint approach would make sense. NordLB and BGB together already run "mortgage" banking operations and a back-office data processing company.

Mr Manfred Bodin, NordLB chairman, said: "NordLB will remain in its current form. There will be no fusion." Instead NordLB preferred to talk of an "alliance" of the two banks which in terms of balance sheet assets would together be Germany's second-largest bank.

Mr Bodin's remarks reflect

the political sensitivities about a merger of the two banks.

Both are largely owned by the governments

of four Länder, or regional states.

Mr Gerhard Schröder, minister-president of Lower Saxony, which holds a 40 per cent stake in NordLB, said last month he opposed any move which would see Hanover's role as financial controller reduced.

The two banks have been in talks for some time. In October the city of Berlin, which owns 56.8 per cent of BGB, and Lower Saxony gave their consent to a stepping up of negotiations.

"Now we are in the process of determining what makes business sense," Mr Bodin said. But there had been no concrete decisions.

NordLB said it expected operating profits after provi-

realistic operating conditions and will supply electricity to the Swiss national grid.

The investment reflects the rapid change in ABB's customer base for gas turbines. In the past, ABB tested advances in turbine technology on site at the power stations of traditional utilities. However, the growing

importance of cost-conscious independent power producers and the trend towards fewer, but bigger, turbines has highlighted the need for turbines whose reliability can be guaranteed from the moment the power plants start generating electricity.

Mr Armin Meyer, who heads ABB's power generation business, said the centre would allow ABB "to develop the technology of the future much faster than before".

Earnings at ABB's power generation business in the first nine months of 1996 were well below those of the comparable period last year, reflecting overcapacity in the industry.

Shareholders are referred to the cautionary announcement dated 15 November 1995, and are advised that the negotiations between

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## COMPANIES AND FINANCE: THE AMERICAS

# US airlines locked on to a consolidation flight-path

Delta and Continental will not confirm merger talks, but many in the industry see alliances as inevitable, says Richard Tomkins

**D**elta Air Lines and Continental Airlines may refuse to confirm they have been holding merger talks, but the notion is undoubtedly true - if only because, right now, the US airline industry is one in which everyone is talking to everyone about the possibility of a deal.

Many in the industry believe a round of consolidation is about to take place, and the fear that haunts every airline is that, as in the parlour game known as musical chairs, it is the only one left standing when the music stops.

At present, the US airline industry includes seven big groups. The first division comprises United Airlines, American Airlines and Delta, and the second division comprises Northwest Airlines, USAir, Continental and Trans World Airlines.

These companies are the survivors of the many changes that have taken place since the deregulation of the US airline industry in 1978. That provoked a wave of bankruptcies and mergers, and also cleared the way for scores of new,

start-up airlines to enter the business.

For all the changes that followed deregulation, the 1990s have been marked by a period of relative stability. There have been no big bankruptcies or mergers for several years: the main event has been the continuing battle between the big, established carriers and the cheeky start-ups with their low costs and low fares.

That uneasy equilibrium, however, was shaken last year when USAir started merger talks with United Airlines and American Airlines. In the end, USAir's high labour costs proved a sticking point and the talks broke down, but the affair was enough to start people thinking about consolidation.

Since then, another event has increased the pressure: the proposed alliance between American Airlines and British Airways, announced earlier this year. If consummated, this alliance would greatly strengthen American in relation to the other US airlines, upsetting the existing balance.

The rationale for an industry consolidation lies in the fact that US airlines find it hard to increase profits in the largely mature domestic market. The growth in domestic air travel has slowed and there are no new, untapped markets to go for. Meanwhile, many of the big carriers' most profitable routes are besieged by competition from start-up carriers.

Inevitably, therefore, some in the industry are considering the possibility of growing through acquisition; and at a time when profits have recovered sharply from a long run of losses, the larger companies have the necessary financial means.

One possible obstruction may be the antitrust argument. But, if anything, this adds to the pressure to merge as quickly as possible, for as the number of airlines dwindles, the last mergers are the ones most likely to face regulatory hurdles.

That said, industry analysts are sceptical about a combination between Delta and Continental.

Delta, a paternalistic company with a largely non-

union workforce, has spent the past two years going through a wrenching cost-cutting exercise that has put a strain on its historically good labour relations. The last thing it needs just now, say some analysts, is the disruption that a merger would cause.

Mr Philip Baggaley, an analyst at Standard & Poor's, says the acquisition of Continental would add about \$5bn of debt and leases to Delta's balance sheet at a time when the company has been trying to improve its credit rating - even without the cost of the acquisition itself, which would be at least \$2bn.

"Almost all airline mergers have been very difficult in one way or another," Mr Baggaley says. "The costs of the lower-cost airline tend to rise to those of the other airline, and the labour problems are very difficult, with all the problems of integrating the seniority lists of organised employees - notably the pilots."

Yesterday the stock market seemed to have convinced itself that the excitement over the supposed



No marriage yet: but every US carrier worries about being left on the shelf

Continental-Delta merger was overblown: it marked down Continental's shares \$1 before the speculation began. "We are probably at the doorstep of a Continen-tal-Delta marriage," says Mr Kevin Murphy, an analyst at Morgan Stanley. "It's a little opaque right now."

## Record year lifts Opic hopes on reauthorisation

By Nancy Dunne  
in Washington

The Overseas Private Investment Corporation, the US agency that promotes foreign investment and narrowly avoided the congressional axe this year, yesterday announced it had earned a record \$200m profit in the year to October.

Mrs Ruth Harkin, Opic president, said she did not expect difficulty in getting the agency reauthorised in 1997. Anything connected with foreign trade was at risk before the November elections, she said.

Even while under fire from conservatives in Congress, who had targeted Opic as an example of "corporate welfare", the agency was breaking records for the disbursement of project financing and political risk insurance. It committed \$2.2bn to a record 161 projects, including 27 new ventures in Russia, where it has been particularly active.

Opic's political risk insurance has been in increasing demand as US companies move into the emerging markets. The agency sold \$16.5bn in political risk insurance last year, up from \$8.6bn in fiscal 1995. Its record of recovery on claims paid out is 98 per cent, and

last year it recovered \$2.2m from old claims, including some repayment from Vietnam.

The agency committed \$2.2bn for project financing and new private investments funds, up from \$1.8bn the previous year. During the Clinton administration, the number of funds has soared in regions where the US is pushing private sector development. There are now 24 funds, including two in the Middle East and six in the former Soviet Union.

The year's finanings include the first private power project in Morocco, agribusiness projects in Russia, small telecommunications ventures in sub-Saharan Africa and \$300m in political risk insurance provided for a new liquefied natural gas project in Oman.

Although Opic is likely to survive, it is not clear in what form. The administration has been considering a restructuring of the export credit agencies and a possible merger of Opic, the US Export Import Bank, which finances exports; and the Trade and Development Agency, which finances feasibility studies.

Mrs Harkin said the agency was in good shape, with reserves of more than \$2.7bn.

## Telefónica del Peru disputes tariff cut

Telefónica del Peru said it would contest a ruling that will lower its revenues from the rental of lines and circuits by about 17m new sol (\$3.9m) in 1997, AP-DJ reports from Lima.

The Peruvian state telecommunications regulator, Ospitel, reduced by 35 per cent the maximum tariffs on the rental of lines and circuits for data transmission. The tariffs had not changed since June 1993.

Telefónica called the decision "unjustified" and said it would ask for the dispute to be resolved under legal procedures established in its concession agreement.

The company had revo-

nues of 794.6m new sol in the third quarter ended September 30. Year-ago fourth-quarter revenues were not available.

Telefónica said it could not estimate the impact on domestic and long-distance revenues from traffic routed through affected circuits.

Its shares fell to \$1.97 at the close from a mid-session high of \$2.02. Analysts attributed this to the wider implications of the ruling.

"Relatively speaking, the loss isn't so important," said Flemming's Ms Raquel Lizaraga. "The fear is that the decision means Ospitel can change the rules whenever it wants."



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## COMPANIES AND FINANCE: ASIA-PACIFIC / AMERICAS

## Canadian Airlines rescue up to union

By Bernard Simon  
in Toronto

The Canadian Auto Workers union was last night considering whether to urge its members to reject a rescue package for Canadian Airlines International.

Rejection by the 3,600 CAW members would give the ailing Calgary-based carrier few options but to seek protection from its creditors.

The union's predicament stems from a decision by the federal government to use an obscure section of Canada's labour laws to force a vote on the rescue plan among CAW members at Canadian Airlines, who are mostly ticket agents.

The CAW is the lone dis-senter on the plan among the six unions representing Canadian's 16,000 workers. The carrier's creditors, as well as American Airlines, which holds a 33 per cent equity stake, have also agreed to concessions, provided the plan is accepted by the unions.

The most contentious part of the rescue is a demand for wage cuts. The airline originally demanded a 10 per cent reduction, but later agreed to a sliding scale of cuts averaging about 5 per cent, after the federal government and the provinces of Alberta and British Columbia offered support in the form of fuel-tax rebates.

The plan also includes a route restructuring, under which Canadian, the smaller of Canada's two national airlines, would divert resources from the highly competitive domestic market to more lucrative trans-Pacific and US-Canada routes.

The airline has warned that, without the rescue package, it will run out of cash in early 1997. Creditors have indicated they may begin seizing assets if the unions fail to agree to the wage cuts.

Mr Kevin Benson, chief executive, said ticket sales had dropped about 15 per cent in the past week, and some suppliers had insisted on cash payments.

The government defended its move to force a vote, on the grounds that it wanted to protect jobs at the airline.

The section of the Canada Labour Code that it has invoked gives Ottawa broad powers to "maintain or secure industrial peace".

Mr Buzz Hargrove, CAW president, accused the government of undermining the collective bargaining process. He said the union would decide within the next day or so whether to recommend rejection of the plan.

By James Kyng  
in Singapore

Credit Lyonnais, the French state-owned bank, has renewed its drive for a licence to set up a branch in the increasingly popular Malaysian offshore tax haven of Labuan.

Mr Jean Peyrelade, the bank chairman, visited Mr Ahmad Mohd Don, the governor of Malaysia's central bank.

Initially it attracted little interest, but that changed when

the government ruled in

November that Malaysian companies - as well as foreigners - can set up there. To date, 51 offshore banks, 15 trust companies and five insurance companies have been given permission to operate there.

The Credit Lyonnais executive said the central bank had not given any indication when it might grant the licence. He said the bank would use a Labuan branch for corporate banking, proj-

ect finance in Malaysia and for investment funds.

Because there is no lending in the Malaysian ringgit under Labuan regulations, Credit Lyonnais' operations there would not pose any competition to local banks.

The executive said many Malaysian companies were looking to expand out of their country into the region, and Credit Lyonnais was interested in financing such offshore expansions

from Labuan. He said the island's 3 per cent corporate tax rate and absence of withholding tax were attractive.

Earlier this week, Mr Peyrelade said Credit Lyonnais' Asian operations were set to record net profits of US\$150m this year, a rise of about 30 per cent. He said the Asia-Pacific operations of the bank would continue to provide steady increases in profits over the next few years.

## Giordano lays long-term foundation

HK clothing retailer is breaking with the past by seeking to establish a brand identity

An executive from Giordano, the Hong Kong clothing retailer, has been visiting Milan recently, scouting the potential for a new store. "We are planting seeds," says Mr Peter Lau, chairman. "Maybe my successors will reap the harvest."

Mr Lau is quick to play down the prospect of any rapid returns from the Italian fashion centre, stressing that Giordano's Asian markets, and China in particular, are where the company's focus and profits are currently ready to be found.

But the faray is significant. It reveals both the long-term planning of the company after the departure of Mr Jimmy Lai, its founder, and a rare emphasis on brand-building by a Hong Kong retailer. As such it provides clues as to whether local brands can hold their own in the face of fierce international competition.

"In the past, Hong Kong clothing companies have had little time for building brands or image," says the head of one local advertising agency. "It was very much hit and run. You grew the business until it was big enough to be listed on the stock exchange, then you cashed in. Either that, or you stayed a source for a foreign label."

The reason, says Mr Lau, lies partly in the mentality created by political circumstances. "We have had the mentality of a borrowed place, borrowed time," he explains, referring to the end of British sovereignty over Hong Kong in July next year.

Giordano's ambitions to build longer-term foundations have not been without pitfalls. For despite rapid growth, which has seen annual sales treble from HK\$1.7bn (US\$151m) in 1991, the company has suffered its share of problems.

In addition to intense competition in the market, it has faced political obstacles. Mr Lai's strong criticism of China's premier, Mr Li Peng, in 1994, sparked store closures



Peter Lau: company is planting seeds for the future

on the mainland. The controversy rumbled on into this year even after the outspoken media tycoon left the board and sold his remaining shares.

In Taiwan, the group's biggest single market, a score of managers were replaced this year after sales stagnated. "There seems to have been a breakdown in relations with Hong Kong HQ," says one retail analyst. "It has required a lot of sorting out." The 19 per cent fall in first-half sales in Taiwan was one cause of disappointing group results for the period, which were flat at HK\$110m.

The reason, says Mr Lau, reflects the risks involved in building the company's operations through franchises. The costs of expansion and advertising mean that franchisees are often the quickest route to growth, but they also bring the risk that management control will be weakened.

Mr Lau shrugs off the setbacks. Franchisees, argues the Giordano chief, have proved successful for the group, allowing it to penetrate

markets more rapidly than it could with stand-alone operations.

"We are entering India with a joint venture because they have their own managerial culture and understanding", he says. The company's image is maintained, says Giordano, through training programmes, and standardised designs.

Officials on the mainland remain wary of the group, but the worst appears to have passed. Giordano is in negotiations with a subsidiary of the ministry of agriculture about the establishment of stores in Beijing, and its business has proved resilient. Despite the store closures earlier this year, mainland sales rose almost 30 per cent in the first half to HK\$271.5m.

Giordano is seeking to position itself as a value-for-money, accessible store, and there is strong demand for that approach," says one Hong Kong retail analyst.

This image, says Mr Lau, will remain at the centre of the group's strategy. "We want to create an atmosphere of honesty, openness and reliability." At least as important, he argues, is the creation of management

structures allowing flexibility in production and marketing.

"You have to choose your playing field and be able to change fields quickly," says Mr Lau. "If local companies take on the big international groups head on, the battle will be very bloody, and much of the blood will be yours."

Giordano certainly acts quickly. One example is its introduction of products emblazoned with the image of Hong Kong's Olympic windsurfing champion this summer. "That took them just a few days," says an executive at a rival retailer.

"In terms of innovation, production and delivery times, they have a very slick machine."

But Mr Lau is not content to rely on one-off opportunities or niche markets. "Niches do not last, so we are trying to build something longer-lasting, to create an image," he says, citing Disney and Body Shop as the UK as models. The Giordano feeling, he says, is tied to value and "low risk" shopping. After the turbulence of 1996 - particularly on the mainland - it is a sentiment that investors might share.

John Riddings

## Giordano share price



Turnover

By geographical region (per Dec 31 1995)



Profit after tax

(HK\$)



Structures allowing flexibility in production and marketing.

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## ASIA-PACIFIC NEWS DIGEST

### Carter Holt to upgrade pulp mill

Forestry group Carter Holt Harvey is to spend NZ\$300m (US\$213.5m) upgrading its pulp and paper mill at Kinleith in the central North Island. The project, one of the biggest industrial developments in New Zealand, will be completed by mid-1998. Production will increase 30 per cent to nearly 600,000 tonnes a year.

Mr John Faraci, chief executive of Carter Holt Harvey, which is controlled by International Paper of the US, said the expansion was consistent with the company's strategy of adding value to its New Zealand production, and would ensure cost competitiveness in international markets.

The main components of the modernisation include a 100,000-tonne-a-year waste recycling operation, pulp-processing and drying machinery and an increase in container-board production. Most of the production will be targeted at Asia.

Terry Hall, Wellington

## Highlands shares top bid price

Shares in Highlands Gold, the Papua New Guinea-based mining group facing an unwanted A\$420m (US\$335.5m) takeover from Canada's Placer Dome, edged above the bid price yesterday, with some of the buying coming from a PNG-based institution which said it believed the stock was undervalued.

The National Provident Fund in Port Moresby said the purchases had taken its stake to 5.5 per cent from 4.8 per cent. Mr Robert Kul, NPF managing director, said there was considerable potential in Highlands' two well-advanced exploration projects - the Ramu and Fried River deposits - and that the fund had bought the shares as a long-term investment above the bid price.

Placer's offer was 75 cents a share, a level described by Highlands as inadequate. Highlands shares closed 2 cents higher at about 77 cents yesterday. Nikki Tait, Sydney

## Australis reduces losses

Australis Media, the Australian pay-TV operator, incurred an after-tax loss of A\$51.1m (US\$40.85m) for the three months to end-September, compared with a deficit of \$77.7m in the preceding quarter.

Sales revenue was A\$26.4m, an increase of A\$6.1m on the preceding quarter. This included more than A\$6m of revenue from the company's programme supply agreement with Foxstar, the rival cable-based pay-TV operator. Total subscribers at end-November were 313,000, made up of 98,000 Australis subscribers, 95,000 franchisee subscribers and 120,000 Foxstar subscribers.

The company, which in 1985 became the first pay-TV company to start operating in Australia, has recently been battling to secure new funds. It finally completed an A\$131m refinancing plan in November, with help from Mr Kerry Packer's Publishing and Broadcasting group.

Australis warned yesterday it expected "significant negative cashflow from operating activities and investing activities in each fiscal year to at least fiscal 1998".

Nikki Tait

## Dickson compensation nearer

Dickson Concepts yesterday said the US bankruptcy court had approved an application to reimburse up to \$1m of costs incurred in its due diligence investigation of Barneys, the New York-based department store. The application was filed by Barneys' creditors. Dickson expects to complete the due diligence in January.

Mr Edwin Ing, group executive director and company secretary, said: "Once the due diligence is completed, the company will only then consider whether to submit a definitive proposal to Barneys in relation to the company's possible investment in Barneys."

AFX-News, Hong Kong

## New distribution unit at Acer

Acer Seriek, the distribution arm of Acer, the Taiwanese computer company, is to set up a unit for the distribution of products in communications, and computer and consumer electronics. It will begin operating on January 1. Acer Seriek has invested T\$199m (US\$6.24m) in the business.

AFX-News, Taipei

## Olympics rights for TVNZ

TVNZ, the government-owned television network, has won the New Zealand TV rights to the Olympics Games in Sydney in 2000. The sale price is thought to be about US\$160m.

Nikki Tait

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**Financial Times.  
World Business Newspaper.**

## COMPANIES AND FINANCE: UK

Higher advertising expenditure boosts spirits growth

## GrandMet achieves £965m

By Roderick Oram,  
Consumer Industries Editor

The long-touted recovery of world spirits markets gained credibility yesterday when Grand Metropolitan, the UK drinks and food group, reported one of the sector's best profit increases for years.

Reaping the rewards of higher advertising expenditure, International Distillers & Vintners, GrandMet's drinks arm, lifted prices and volumes of key brands such as J&B Scotch whisky and Smirnoff vodka at a faster rate than its competitors. "I take some heart from the performance," one analyst said. "Hopefully, we'll eventually see a similar performance from Guinness and Allied Domecq."

The City considers that GrandMet started streamlining its drinks business and spending more on marketing its brands about a year to 18 months ahead of its rivals.



George Bull, chairman - will seek approval for share buy-back

Brendan O'Carroll

GrandMet's operating profits from drinks rose 4 per cent to £471m (£772.4m). Coupled with an acquisition-boosted rise of 30 per cent to £431m from Pillsbury, its main food business, GrandMet achieved pre-tax profits of £965m, up 5.8 per cent, for the year to September.

The strong performance

would cost it about £20m in profits this year.

North America was the one flat region for drinks profits, but GrandMet achieved its first price increase there on Smirnoff in five years. In contrast, spirit volumes were up 8 per cent in Europe and by 11 per cent in India and Brazil.

Analysts forecast the strong pound

sort of gas." That was a reference to Morecambe Bay, whose output can be cranked up quickly to respond to spurs in demand.

Others complained that valuing the company was virtually impossible.

Mr Gardner yesterday confirmed that Centrica would not pay a dividend in the immediate future, because of uncertainties over how much market share it would lose as a result of gas market liberalisation, and the continuing uncertainty over the cost of the gas it bought from North Sea suppliers.

But Ms Irene Simonos, at London broker Société Générale Strauss Turnbull, said those same uncertainties

made it impossible to place an accurate valuation on the company.

"We still lack the fundamental bits of the puzzle," she said. "We don't know its revenues or its costs, so how can we predict what its profits will be?"

Lex, Page 14

revolution. Improved customer performance would be the first priority. Renegotiation of the take-or-pay contracts was relegated to third place in the list of objectives, after retention of market share in the domestic gas sector of 18m customers.

Centrica plans to expand beyond natural gas, to the supply of electricity. Further household-based financial and insurance products will also be introduced to complement the Goldfish credit card launched introduced this year.

But even if the group's strategy is clear, uncertainties about its prospects abound. Renegotiation of take-or-pay contracts with at least one leading North Sea gas producer has been seen as a prerequisite for the

demerger of Centrica. But yesterday's BP deal may not be a model for others. Mr Giordano said talks were proceeding "field by field". Some deals would be done for cash, while others would probably be based on the exchange of assets, with stakes in the giant Morecambe gas field likely to figure prominently in any such deals. Mr Gardner predicted that "one or two" other deals may emerge before the demerger in February.

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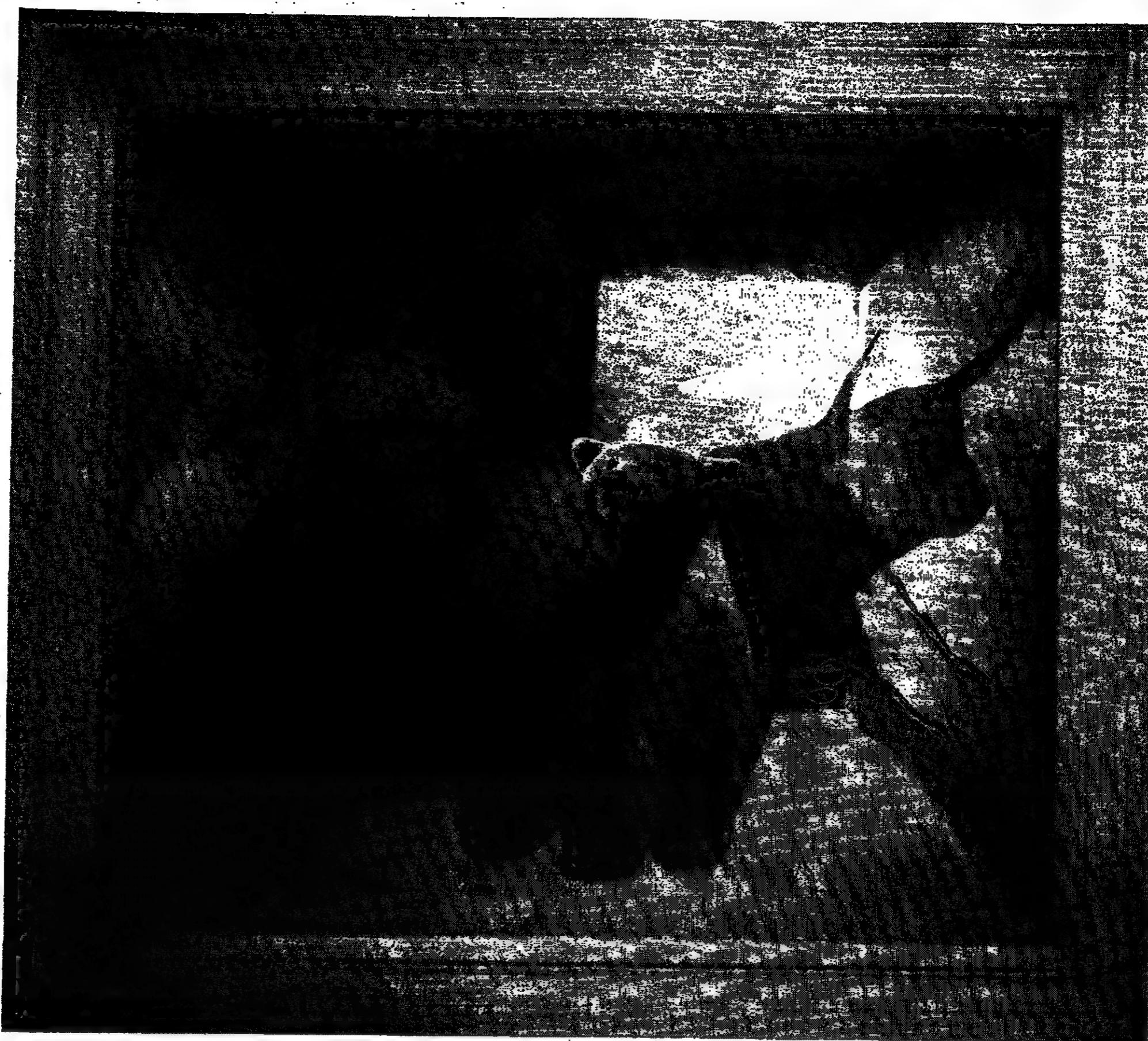
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sinks

## INTERNATIONAL CAPITAL MARKETS

## Treasuries in decline as dollar weakens

## GOVERNMENT BONDS

By Lisa Bransten  
in New York and  
Sommer Isakardar in London

US Treasury prices yesterday lost much of the gains made over the past six weeks in the face of a declining dollar and a spate of new corporate issuance.

Neat midday, the benchmark 30-year Treasury was off a full point at 101.16 to yield 6.49 per cent, a rise of 8 basis points from the levels of late Wednesday. At the short end of the maturity spectrum the two-year note was 4 weaker at 92%, yielding 5.675 per cent. The March 30-year bond future gave up 5 at 114%.

"Dealers had bought in

The yield curve that traces the difference between the two-year note and the long bond steepened 3 basis points to 75 on sharp selling at the long end of the curve.

Mr Richard Gilhooley, international bond strategist at Paribas Capital Markets in New York, attributed the widespread selling to the weakening dollar and to disappointment that the Federal Reserve had not yet curtailed the purchases of Treasuries - known as "coupon passes" - that it traditionally makes near the end of the year. Coupon passes are generally undertaken by the Fed at year-end to meet seasonal demands for cash from the US banking system.

The market was also worried that today's figures on November employment levels might show signs of wage inflation or point to a strengthening of the US economy.

anticipation of being able to sell to the Fed at slightly higher offer prices," said Mr Gilhooley. "It doesn't look like there is going to be a coupon pass so the bubble has been pricked."

Bonds started the day slightly stronger as the dollar rose against the yen, but fell with the US currency later in the session. By early afternoon, the dollar had fallen more than 70.75 from late Wednesday, changing hands at Y113.22 compared with Y113.12.

The market was also worried that today's figures on November employment levels might show signs of wage inflation or point to a strengthening of the US economy.

Analysts yesterday dismissed a sharp fall in UK gilts as short-term profit taking, and remained bullish for the future.

Gilt prices were propped upwards in the morning by comments from Mr Eddie George, governor of the Bank of England, that a rise in the base rate was not urgently needed and that future rate rises would probably not be as sharp as the market seemed to anticipate.

Liffe's March 1997 long gilt future reached a high of 111.75 before falling to close at 109%, down 5.

Short-term rates benefited most from Mr George's remarks, Liffe's March short sterling future closing 0.10 higher at 93.38. "The market

was expecting a rise of 1% percentage point [in the base rate] before [next year's general election]," said Mr Kirt Shah, chief market strategist at Salomon Brothers.

"Now it is only discounting a 1% point rise."

In the cash market, the 10-year yield spread of gilts over bonds widened 9 basis points to 198 points. Mr Andrew Roberts, a gilt analyst at UBS in London said:

"The spread is now near the high end of its medium-term range, making gilts relatively attractive."

He also said institutions were holding a lot of cash. "If it goes into gilts we could give us a year-end rally." Yields on 10-year bonds closed at 5.79 per cent, up 13 basis points.

Europe, agreed. "A severe squeeze in the weeks up to year-end can not be ruled out," he said. "Institutions are cash-rich and there is a stock shortage."

Other European markets fell in the wake of weaker bonds and Treasuries. Liffe's March bond future settled at 100.70, down 0.77, then fell in after-hours trading to a low of 100.42.

The sell-off showed the market is no longer expecting a rate cut by the Bundesbank," Mr Shah said. "Last week's low of 5.55 per cent [on the yield of the 10-year bond] is the lowest we are likely to see this year."

Yields on 10-year bonds closed at 5.79 per cent, up 13 basis points.

## CBOT links with brokers in OTC venture

By Laurie Morse in Chicago

The Chicago Board of Trade yesterday announced it was linking with two securities brokers to provide direct access for its members to the over-the-counter market in government securities.

It is believed to be the first attempt by a futures exchange and securities market dealers to bridge the gaps between their related businesses.

The CBOT - the world's busiest futures exchange - hopes the initiative will open the door to a new class of business.

The deal, with New York-based Liberty Brokerage Investment Corp and the US subsidiary of UK-based broker Prebon Yamane, will offer a variety of other OTC instruments, as well as government securities. The joint venture will be formed a partnership called Hudson Holdings to hold 41 per cent of CBB, while the CBOT will retain 51 per cent.

The CBOT's largest institutional members already have access to the cash markets because they are primary dealers of Treasury debt. However, the new facility will open the inter-dealer markets to smaller players, and will reduce costs for all participants by unifying clearing and settlement functions for cash and futures dealing.

More than 80 per cent of CBOT volumes is related to futures and options contracts in US government debt. Although it plans next spring to link with the London International Financial Futures Exchange and the Tokyo Stock Exchange to list contracts in non-dollar-denominated long-term bonds, this diversification may not bring in large amounts of new business.

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## Sterling sinks for third consecutive day

### MARKETS REPORT

By Simon Kuper

The pound sank on the currency markets for the third day running, hit by profit taking and a comment by Mr Eddie George, governor of the Bank of England, that he saw no need for a dramatic UK rate rise.

Sterling lost 31 pence against the D-Mark to close in London at DM2.5300, 11 pence below the peak it reached in Asian trading early on Tuesday morning.

The dollar had a roller-coaster ride against the yen. It ended the day Y16 down against the Japanese currency at Y113.5, mainly because Mr Isamu Sakakibara, director general of the Japanese finance ministry's international finance bureau, had questioned whether the US supported a rise in the dollar.

Asked about comments by Mr Robert Rubin, US treasury secretary, that the

strong dollar was in American interests, Mr Sakakibara said: "It's a strong dollar, not a stronger dollar." Foreign exchange traders call Mr Sakakibara "Mr Yen" in tribute to his power to move the currency.

Earlier, the dollar had recovered against the yen after Mr Sakakibara had denied overnight rumours that he sought a rate of Y108-110 for the yen against the dollar. "We don't have a target zone. We are not thinking of guiding the foreign exchange rate to a certain zone," he said.

The dollar, which had soared on Tuesday, was also hit by sales of US Treasury bonds yesterday. It dropped 0.9 pence against the D-Mark to DM1.54, despite poor German unemployment

data. That still left it above the DM1.50-1.55 zone in which it had traded for weeks.

The Bundesbank council meeting left German interest rates unchanged, as expected. That diminished hopes that Germany might meet French demands to boost the dollar by means of looser monetary policy.

But trading was thin ahead of Christmas and today's US non-farm payroll figures.

The main reason why sterling fell yesterday was that traders wanted to take their profits on the currency's rise before the end of the year, said foreign exchange strategists.

Mr Tony Norfield, treasury economist at ABN Amro in London, said: "We're seeing another leg of selling everything in sight that you've made any money out of in the past few months." He pointed out that the lira, which like sterling had risen

certainly wouldn't go that far."

Strategists took his remarks to suggest that the Bank would not plead with Mr Kenneth Clarke, the chancellor, to raise base rates at next Wednesday's monetary policy meeting. Few City economists had expected a rate hike in any case. But many currency economists had, and short sterling futures, even allowing for their rise yesterday, still price in a rate increase.

Sterling's autumn surge has been mainly due to market expectations of UK rate hikes.

On both occasions the yen was weaker than Y113 when he made his comments. But Mr Sakakibara followed last month's pro-yen statement with dampening remarks. Foreign exchange strategists said this was because he feared the currency rising too far.

■ Mr Sakakibara said yes-

terday that authorities

should not try to fight the

currency markets when exchange rates mirrored economic fundamentals. "We must respect the markets," he said. "The moves in the foreign exchange market this past year follow fundamental trends."

However, most currency strategists believe that despite his protests, he is targeting an exchange rate for dollar/yen. Directly after the US election last month he appeared to talk up the yen, and his comments about Mr Rubin yesterday had the same effect. On both occasions the yen was weaker than Y113 when he made his comments. But Mr Sakakibara followed last month's pro-yen statement with dampening remarks. Foreign exchange strategists said this was because he feared the currency rising too far.

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### POUND SPOT FORWARD AGAINST THE POUND

Dec 5 Closing Change BidOffer Day's Mid High Low One month Three months One year JP Morgan Rate %PA Rate %PA Bank of England Index

Europe

Austria (Bch) -0.2186 884 110 18,241 17,982 2.9 17,702 2.2 104.3

Belgium (Bch) -0.2152 85 65 85,170 81,540 2.0 85,025 2.0 104.3

Denmark (DK) -0.1095 820 922 8,612 8,525 0.7275 0.7275 0.7275

Finland (FM) -0.0769 781 770 7,702 7,510 2.5 7,620 2.5 104.3

France (F) 0.5404 -0.0265 427 522 8,938 8,4975 0.8276 0.8276 0.8276

Germany (DM) 0.2028 220 230 314 2,076 2,145 0.2228 0.2228 0.2228

Ireland (IE) 0.0954 -0.0229 220 230 1,035 1,035 0.3573 0.3573 0.3573

Italy (I) 0.2455 12,111 336 388 222,227 247,625 0.8061 0.8061 0.8061

Luxembourg (LU) 0.1573 0.1647 128 191 53,017 51,840 0.2232 0.2232 0.2232

Netherlands (NL) 0.2831 -0.0338 365 388 2,881 2,810 0.2232 0.2232 0.2232

Norway (NO) 0.1086 -0.0382 802 927 10,748 10,650 1.0574 1.0574 1.0574

Portugal (PT) 0.2558 -0.0454 802 928 253,199 253,815 0.2558 0.2558 0.2558

Spain (ES) 0.2173 -0.0449 549 628 276,185 276,185 0.2173 0.2173 0.2173

Sweden (SE) 0.1100 -0.0384 780 850 11,100 10,935 0.1100 0.1100 0.1100

Switzerland (SF) 2.1441 -0.0254 420 450 2,767 2,764 0.2248 0.2248 0.2248

UK (G) -1.3115 -0.0126 105 122 1,236 1,208 1.3006 1.8 1.3002 1.8 1.2887 2.1

Euro -1.1829 -0.0126 105 122 1,236 1,208 1.3006 1.8 1.3002 1.8 1.2887 2.1

SDR/- -0.0126 105 122 1,236 1,208 1.3006 1.8 1.3002 1.8 1.2887 2.1

Americas

Argentina (P) 0.0773 -0.0109 207 278 5,6475 5,6101 0.0773 0.0773 0.0773

Bolivia (B) 0.0529 -0.0109 207 278 5,6475 5,6101 0.0529 0.0529 0.0529

Canada (C) 0.2218 -0.0109 207 278 5,6475 5,6101 0.2218 0.2218 0.2218

Mexico (New Peso) 0.0519 -0.0109 207 278 5,6475 5,6101 0.0519 0.0519 0.0519

USA (D) 0.3576 -0.0111 270 280 5,6475 5,6101 0.3576 0.3576 0.3576

Pacific/Middle East/Africa

Australia (AS) 0.0308 -0.0057 371 428 2,0701 2,0203 0.0308 0.0308 0.0308

Hong Kong (HK) 0.2583 -0.0371 782 855 12,7416 12,515 0.2583 0.2583 0.2583

India (IN) 0.8727 -0.0388 971 476 58,070 57,640 0.8727 -0.0388 0.8727

Ireland (IE) 0.2033 -0.0228 220 230 5,6475 5,6101 0.2033 0.2033 0.2033

Malaysia (MY) 4.1059 -0.009 012 044 4,1596 4,0909 0.1059 0.1059 0.1059

New Zealand (NZ) 0.2135 -0.0159 114 155 2,5194 2,2226 0.2135 0.2135 0.2135

Philippines (PH) 42,7928 -0.2882 085 185 48,8516 48,7088 0.2882 0.2882 0.2882

Saudi Arabia (SA) 0.1042 010 080 0.7152 0.7096 0.1042 0.1042 0.1042

Singapore (SG) 2,8510 -0,0174 794 855 2,7108 2,5284 0.8510 0.8510 0.8510

South Africa (ZA) 0.2156 -0.0459 940 1000 7,7059 7,5971 0.2156 0.2156 0.2156

Taiwan (TW) 1801,72 -0.48 122 222 18,000 18,000 1801,72 0.48 122 222

Thailand (TH) 0.4171 -0.0288 100 100 40,0000 41,1640 0.4171 -0.0288 100 100 40,0000 41,1640

Dollar/Krone, French Franc, Yen, Swiss Franc, Yen, Euro and Sesterz per 100 British Pounds, Yen, Euro and Peso per 100

■ D-MARK SPOT FUTURES (DM400 100,000 per DM)

Open Last Change High Low Est. vol Open Int.

Dec 0.6419 0.6427 +0.0018 0.6446 0.6403 18,273 80,0778

Mar 0.6420 0.6428 +0.0018 0.6447 0.6416 15,947 42,2688

Jan 0.6502 0.6519 +0.0028 0.6530 0.6522

■ SWISS FRANC FUTURES (SF400 100,000 per SF)

Open Last Change High Low Est. vol Open Int.

Dec 0.7500 0.7500 +0.0008 0.7507 0.7507 16,024 49,297

Mar 0.7688 0.7680 +0.0008 0.7688 0.7680 10,176 30,500

Jun 0.7745 +0.0008 0.7745 0.7745 1,301

UK INTEREST RATES

LONDON MONEY RATES

Dec 5 Over 7 days One Three Six One night month month month year

Interest: Sterling 8% 5% 5% 5% 5% 5% 5% 7% 5%

Bank: CDs 0.27 0.30 0.30 0.30 0.30 0.30 0.30 0.30 0.30

Treasury Bills - - - - - - - - -

Bank Bills - - - - - - - - -

Local authority debts: 5% 5% 5% 5% 5% 5% 5% 5% 5%

Discount Market: 5% 5% 5% 5% 5% 5% 5% 5% 5%

UK clearing bank base lending rate 6 per cent from October 30, 1996

Up to 1 month 3-6 month 6-9 month 9-12 month

Cards of Tax dep. (200,000) 5% 5% 5% 5% 5% 5% 5% 5% 5%

Cards of Tax dep. under £100,000 5% 5% 5% 5% 5% 5% 5% 5% 5%

Bank overdrafts 5% 5% 5% 5% 5% 5% 5% 5% 5%

Trade credit 5% 5% 5% 5% 5% 5% 5% 5% 5%

Refinancing facility 5% 5% 5% 5% 5% 5% 5% 5% 5%

Other 5% 5% 5% 5% 5% 5% 5% 5% 5%

■ THREE MONTH STERLING FUTURES (LFFE) £500,000 points of 100%

Open Spot Price Change High Low Est. vol Open Int.

Dec 93.53 93.61 +0.0018 93.65 93.54 59,078

Mar 93.27 93.34 +0.0018 93.37 93.25 50,728

Jun 93.29 93.39 +0.0028 93.41 93.28 52,935

Sept 93.37 93.44 +0.0028 93.46 93.35 52,333

Dec 93.65 93.69 +0.0028 93.72 93.61 69,685

Also traded on APT All Open Interest figs. are for previous day.

■ SHORT STERLING GERMANY (LFFE) £500,000 points of 100%

Price Dec Mar Jun Dec Mar Jan Feb

0.6

## COMMODITIES AND AGRICULTURE

**European central bank said to have sold gold**

## MARKETS REPORT

By Kenneth Gooding and Deborah Hargreaves

The gold market yesterday was awash with rumours that a European central bank had been selling gold overnight. Traders suggested 600,000 ounces, or 18.7 tonnes, had been sold, and this was followed by heavy selling by investment funds.

Analysts noted that it would probably take months to confirm any sale. Portugal's central bank earlier this week denied it had sold gold, and yesterday the Belgian central bank said the same.

Central banks have about 35,000 tonnes of gold in their reserves. Mr Andy Smith, analyst at UBS, has said that the 10 central banks with the most gold between them are giving up more than \$16bn a year in interest earnings.

At the morning "fix" in London, gold was \$368.30 an ounce, not far above the three-year low reached on Tuesday. By the close, it had recovered slightly to \$370.

On the London Metal Exchange copper prices eased again in late trading as traders suggested there would be another increase in stocks reported by the exchange today. It was rumoured that 4,000 tonnes of the metal had arrived in US warehouses and Singapore

was also expected to show a rise in stocks.

Copper for three-month delivery on the LME ended late trading at \$2,179 a tonne, down \$29. The premium for copper for immediate delivery eased \$15 to \$152.50.

Natural gas futures on the New York Mercantile Exchange surged to a new high in early trading yesterday, with the January Henry Hub futures contract up 23 cents to \$3.74 per million British thermal units. Prices later lost about 10 cents, but the market remained strong. Prices were buoyed by a reported fall in US gas stocks last week of 104m cu ft, and a forecast for colder weather later this week. Stocks fell to 217m cu ft - 8 per cent below year-ago levels.

Prices are being pushed up for oil products and crude, where stocks are already extremely low. Crude oil traded higher on news

of a fire at a plant in Louisiana and an escalation in the French oil workers' strike. North Sea Brent futures at London's International Petroleum Exchange rose 36 cents to \$24.14 a barrel near the end of the day.

The physical market was also strong, with January Brent up 43 cents to \$24.11 a barrel. December gasoline futures at the IPE were up \$3 to \$22.8 a tonne.

See *Gas*

**BSE cuts EU beef trade 32%, study says**

By Frances Williams

European Union beef trade has fallen 800,000 tonnes this year as a result of the "mad cow" disease crisis, according to a new market research study.

The unpublished study, by the Geneva-based Gira Meat Club, found beef trade fell from 2.5m tonnes in 1995 to 1.7m tonnes this year, on a 15 per cent fall in EU beef consumption, including a 25 per cent slide in the UK.

The biggest drop in demand has been in countries heavily reliant on beef imports such as Italy (21 per cent), Greece (25 per cent) and Portugal (31 per cent).

The drop in EU consumption and the build-up of EU intervention stocks to an estimated 600,000 tonnes by the end of this year, means the whole beef industry faces overcapacity problems in 1997, the study warns.

Without greater quality controls on the fragmented output chain, the industry's troubles will continue, it adds.

Members of the Gira Meat Club, which has produced annual surveys of the global meat market since 1976, include official meat boards, meat and meat product producers, retailers and catering groups.

Gira says that despite gains in the range of 2-3% in consumption of poultry and pigmeat, total meat consumption in the EU has fallen about 450,000 tonnes this year as consumers have turned to non-meat protein foods such as cheese and eggs.

The bovine spongiform encephalopathy crisis erupted in March when the British government admitted the possibility of a link between BSE in cows and a similar brain-wasting disease in humans.

**Launch date set for ship index**

By Deborah Hargreaves

The Baltic Exchange will launch on January 7 its new shipping index based on the smaller, more versatile carriers which are winning a larger proportion of world trade.

The exchange is expected to announce the creation of its Handymax index on Monday. It will be based on four timecharter routes with an imaginary ship made up to represent a typical Handysize carrier.

Handysize ships carry general cargo such as steel as well as dry bulk cargoes including coal. "It is a market that is moving very fast and expanding rapidly with a lot of people getting into it," said Mr Basil Mavroleon, chairman of the Baltic freight index committee.

The current Baltic freight index is based on larger Panamax ships, which navigate the Panama canal, and Capesize carriers, which travel round the Capes. The Handysize ship on which the new index is based is a 43,000-tonne deadweight carrier with four 35-tonne cranes.

Many of the new carriers under construction are Handysize - which means they range from 10,000 tonnes to just over 40,000 tonnes deadweight.

Brokers are already offering hedges in Handysize routes in the over-the-counter market and the new index will provide a reference for settling those. It could also form the basis of a futures contract.

Critics have complained that the BFI - which is based on 10 routes - is too broad for hedging specific shipments. The Handymax index is more narrowly-based and should more closely represent the physical trade.

Mr Mavroleon said the exchange was also looking at using its panel of shippers to work out settlements on certain grain routes. It had decided against including typical grain routes in the index, as this would have made it less effective as a hedging tool.

SSY group, the London-based shipbrokers, will become the latest shipping company to move into the growing freight derivatives business when it launches its own futures offshoot on Monday.

The company is looking to develop new products based on the Handysize index. It is also considering forward freight agreements based on oilseed contracts.

But, being unsubsidised, camelina oil would trade at \$280 a tonne, compared with \$240 for rapeseed oil, says Mr Hebard. He is lobbying Brus-

sel for oilseed rape to hemp, flax and borage, niche crops have an expanding range of uses, including cosmetics, pharmaceuticals and car manufacturing. But many also face obstacles such as lack of start-up finance, planting restrictions and farmer resistance.

Camelina, for example, could be a major European oilseed overnight if it attracted the sort of subsidies received by oilseed rape, says Mr Andrew Hebard, managing director of Kings, an Essex-based agricultural merchant specialising in niche crops.

Also known as "gold of pleasure", camelina is prized for its fatty acids. These are useful in drying paint and are being pioneered in France for cosmetic use. The crop has the advantage of falling outside the 1993 Blair House deal on agricultural trade - which allows the European Union and the US to protect some agricultural subsidies until 2003 - and is not covered by restrictions on oilseed production.

Interest in the non-food uses of crops blossomed in the EU after Common Agricultural Policy reform in 1992 led to the start of set-aside. Crops such as oilseed rape and linseed for industrial use attract subsidies on set-aside land.

Ms Mara Ramanis, an agricultural botanist and expert

for oilseed rape, said a change in the rules of the new 1993 experimental set-aside scheme could encourage farmers to grow more oilseed rape. "It would nice to think there was some equality in the development of these new crops," he says.

Interest in the non-food uses of crops blossomed in the EU after Common Agricultural Policy reform in 1992 led to the start of set-aside. The winners include "double low" oilseed rape. Active government support in Austria, France and Germany ensures that this has a market as biodiesel - fuel made from grain. A lack of political will in the UK, and the

availability of other non-renewable energy sources mean "most of our UK oilseed rape production for biodiesel is bound for France", Ms Ramanis says.

She says high erucic acid rapeseed is also a popular set-aside crop in the UK, with 15,000 hectares harvested this year, nearly half the EU total. The plant's oil can be converted to erucide, the agent used in polythene bags to make them easier to open.

Calgene, the US biotech

company, has genetically engineered an oilseed rape plant to produce lauric acid - used in soaps and detergents, chocolate coatings and whipped dessert toppings. As it is found primarily in coconut and palm kernel oil, the UK imports 240m of lauric acid a year.

The potential for import substitution is therefore considerable. But its status as a genetically modified organism means it can only be grown in the UK under government licence.

Other subsidised crops include linola, which produces sunflower-quality edible oil, and short-fibre flax, which Mercedes is using for car door panels and sound insulation. Hemp fibre is used in the paper and textiles industries and the core is said to be biodegradable horse litter.

Unsupported crops with potential include horseradish, a source of gamma linolenic acid used in drugs and dietary food supplements, and linaria - or honesty - a semi-wild source of nervonic acid, which is believed to have therapeutic benefits for diseases such as multiple sclerosis.

"In future we may all be growing for unsupported markets," says Ms Ramanis. "Niche crops... may become a precious profit opportunity in a fiercely competitive commodity market."

Alison Maitland



Niche crops: a growing market

Aerial view of non-food crops in UK fields. Picture shows hemp, flax, oilseed rape, linseed, and various other crops in different stages of growth. The caption reads: "Aerial view of non-food crops in UK fields".

## COMMODITIES PRICES

## BASE METALS

## LONDON METAL EXCHANGE

(Prices from Amalgamated Metal Trading)

## ■ ALUMINIUM 86.7 PURITY (\$ per tonne)

Closes	1498.5-15	1622-25
Previous	1505.8-10.5	1527-8
High/Low	1503	1536/1519
AM Official	1503-08	1532-33.8
Kerb close	1522-23	
Open Int.	249,865	
Total daily turnover	41,026	

## ■ LEAD (\$ per tonne)

Closes	696.97	699.25
Previous	697.7	693.5
High/Low	695.5	694/698
AM Official	695.98	691.5-22.0
Kerb close	690.91	
Open Int.	36,993	
Total daily turnover	748	

## ■ NICKEL (\$ per tonne)

Closes	6810-30	6820-900
Previous	6845-55	6820-5
High/Low	6815	6820/6830
AM Official	6820-25	6850-95
Kerb close	6870-80	
Open Int.	48,284	
Total daily turnover	8,003	

## ■ ZINC (\$ per tonne)

Closes	6865-70	6865-100
Previous	6865-65	6865-65
High/Low	6865	6865/6868
AM Official	6865-68	6865-68
Kerb close	6865-68	
Open Int.	15,578	
Total daily turnover	3,065	

## ■ COPPER, Grade A (\$ per tonne)

Closes	1042-43	1055-68
Previous	1042-3	1055-6
High/Low	1047	1071/1075
AM Official	1045-5-47	1070-70
Kerb close	1055-68	
Open Int.	83,358	
Total daily turnover	9,257	

## ■ CRUDE OIL, IPE (\$/barrel)

Closes	6065-70	6065-100
Previous	6065-65	6065-65
High/Low	6065	6065/6068
AM Official	6065-68	6065-68
Kerb close	6065-68	
Open Int.	15,578	
Total daily turnover	3,065	

## ■ ENERGY

## ■ CLOUTIER OIL NYMEX (1,000 barrels/bbl)

Closes	22.60-65	22.65-70
Previous	22.60-65	22.65-70
High/Low	22.65	22.65/22.70
AM Official	22.64-65	22.65-70
Kerb close	22.65-65	
Open Int.	15,578	
Total daily turnover	3,065	

## ■ ZINC, special high grade (\$ per tonne)

Closes	1042-53	1055-68
Previous	1042-3	1055-6
High/Low	1047	1071/1075
AM Official	1045-47	1070-70
Kerb close	1055-68	
Open Int.	83,358	
Total daily turnover	9,257	

## ■ LME AM Official (\$/tonne rate: 1.0285)

## ■ LME Coking C/S rates: 1.0289

Spot 1,627.3	1,627.5	1,628.2	1,628.8
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## ■ HIGH GRADE COPPER (COMEX)

## ■ GOLD COMEX (10 Troy oz; \$/troy oz)

Closes	368.90-372.0	372.0-375.0
Previous	368.90-372.0	372.0-375.0
High/Low	368.90	372.0/375.0
AM Official	368.90-372.0	372.0-375.0
Kerb close	368.90-372.0	
Open Int.	1,627.3	
Total daily turnover	4,027	

## ■ PRECIOUS METALS

## ■ LONDON BULLION MARKET

(Prices supplied by N M Rothschild)

Gold/Troy oz	\$ 1441	1441
Silver/Troy oz	14.65	14.65
Pt/Troy oz	476.40	476.40
Pd/Troy oz	461.25	461.25
Ag/Troy oz	467.05	467.05
Ir/Troy oz	469.00	469.00
Rh/Troy oz	226.728	226.735

## ■ GOLD LME Mean Gold Lending Rates (Vs US\$)

1 month	2.91	6 months	3.31</
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BSE cuts  
EU beef  
trade by  
study says

# **OFFSHORE AND OVERSEAS**

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LONDON SHARE SERVICE

## LONDON STOCK EXCHANGE

## Sell-off in US bonds unsettles equity market

## MARKETS REPORT

By Steve Thompson,  
UK Stock Market Editor

There was an uneasy feeling around trading desks yesterday as share prices fell sharply late in the session, mirroring a sudden sell-off in the US bond market, which in turn brought heavy pressure to bear on gilt and other European bonds.

Such was the pressure exerted in global bond markets, that the FTSE 100 index, which earlier looked like launching a determined move on its all-time intra-day high, finished the session only modestly higher,

Lottery  
boost to  
LadbrokeBy Joel Kibzoo and  
Peter John

Betting and hotels company Ladbroke Group sparked as news that the UK's leading gaming companies are finally to launch a rival to the National Lottery seemed to the market.

The shares jumped 7 to 215p, in heavy trading that brought turnover of 15m.

The word is that the UK's bookmakers are to launch a rival game to the National Lottery on December 16. There were few details about the exact nature of the new game but one market specialist said: "Bookmakers make their money on offering bets on numbers that come up in an alternative game to the national lottery, rather than running it as a lottery in its own right."

Early indications are that the new game will be played daily and will be transmitted on the SIS satellite system that is exclusive to just over half of the UK's 9,000 betting shops.

Gaming companies have acknowledged the sharp impact of the National Lottery on their profits since it was launched in November 1994. Earlier this week Bass, 12% lower at 800p, attributed the 14 per cent decline in profits from bingo to pressure from the National Lottery.

up six points at 4,051.2. The late retreat was only partially mirrored by the second line and smaller stocks. The FTSE 250 index closed only fractionally below the day's best level, ending 13.9 up at 4,353.8, against a session high of 4,357.4, while the SmallCap finished 4.1 ahead at 2,166.9.

Dealers said the sell-off in US bonds reflected a fall in the dollar and worries about today's non-farm payroll report for November. A big increase in employment could see more pressure emerge in Treasury bonds.

Adding to the worries circulating in London was a sudden bout of weakness in Reed Interna-

tional, whose shares plummeted in the wake of second thoughts after a trading update delivered by the publishing and information services group.

One of the best Footsie performers during the morning, Reed was transformed after a closer scrutiny of the comments made by the group and eventually led the losers list by a long way. One big US broker was said to have been selling exceptional amounts of stock.

Earlier, it was all smiles as Footsie raced higher, with sterling again under pressure.

Adding to the worries circulating in London was a sudden bout of weakness in Reed Interna-

tional, whose shares plummeted in the wake of second thoughts after a trading update delivered by the publishing and information services group.

Comments from the governor of the Bank of England, who saw no need for excessive rate rises ahead of the general election and said the UK was not on the brink of a 1980s-type boom and bust cycle, helped the bullish feeling.

Wall Street's Wednesday performance, which saw the Dow Jones Industrial Average off 19 points and the bond market only a few ticks easier, caused few problems in European markets.

News that Powergen, the English generator, had authorised the buyback of 5 per cent of its own shares, 33m shares in all, reminded institutions of other UK stocks likely to embark on the same course, notably Barclays Bank and National Power.

Barclays shares raced higher mainly at the expense of Abbey National and Lloyds TSB, both of which have outperformed the rest of the banking sector recently. British Gas closed off the top but still in good heart, after agreement on its "take and pay" contracts with BP.

Turnover at Spm was a hefty 91.8m shares, well ahead of recent levels. Traders pointed out, however, that daily customer business was dismal. Retail business on Wednesday was 2,973.1m.

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## **WORLD STOCK MARKETS**

**Highs & Lows shown on a 52 week basis**

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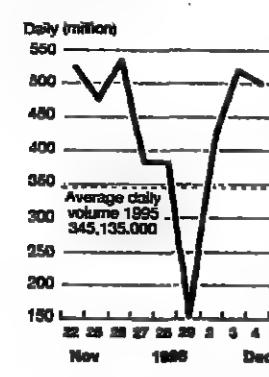
## Dow moves lower on bonds slide

### AMERICAS

US equities were mixed as blue chips weakened along with the bond market, while a modest rebound in the technology sector lifted some shares, writes Lisa Branstetter in New York.

At 1pm, the Dow Jones Industrial Average was off 8.37 at 6,414.37 and the Standard & Poor's 500 slipped 1.81 at 743.53, while the American Stock Exchange composite lost 1.31 at 580.30. NYSE

### NYSE volume



volume was 281m shares.

Bond prices fell sharply in early afternoon trade as the dollar weakened and the Federal Reserve failed to conduct a much anticipated purchase of Treasuries. Also, there was some nervousness on the market that today's figures on November employment levels could point to growing wage pressures, or an increase in economic activity.

By early afternoon the long bond yield had jumped by 11 basis points since late on Wednesday to 6.5 per cent, making bonds an increasingly attractive alternative to shares.

Some technology shares, however, managed to post modest gains, helping the Nasdaq composite recover most of Wednesday's loss with a rise of 1.02 at 1,289.04.

## Sao Paulo 1.4% higher

Wall Street provided an early lead for SAO PAULO, which picked up 1.4 per cent at midsession, taking the Bovespa index 927 higher to 68,903.

Major state-owned blue chip companies gained ground. Telebras rose 0.5 per cent while Petrobras picked up 1 per cent.

Eletrobras preferred and ordinary issues were up 1.7 per cent and 2.3 per cent respectively. CVRD, the mining giant, gained 0.5 per cent as the shares rebounded from Wednesday's fall which followed news that the company's privatisation had

The Pacific Stock Exchange technology index slipped by 0.1 per cent.

The top three Nasdaq issues were mixed. Microsoft added \$1 at \$154.44 and Cisco Systems \$1 at \$84.44, while Intel lost \$1 at \$128.24.

Class H shares in General Motors, which represent the company's Hughes division, added 63¢ or 6 per cent at \$86.44, on reports that GM might be looking to sell the defence and aerospace businesses. General Motors shares were 3¢ stronger at \$85.44.

Chrysler gained 3¢ at \$33.54 on news that its board had voted to double the size of its share buyback programme to \$2bn and to increase its annual dividend by 14 cents to \$1.60 per share.

Continental Airlines gave up 1.5¢ of the \$3.24 it added on Wednesday amid mounting scepticism that the carrier would be purchased by Delta Air Lines. That brought the share price to 25¢; Delta, meanwhile, slipped \$1 at \$75.44.

Licelote added \$1 at \$60.44 as it succumbed to a higher bid for the company from Germany's Henkel. Henkel, which had originally offered \$67.44 for the company, increased its offer to \$61 late on Wednesday.

TORONTO had another downside day in spite of strong results from the banking sector. At noon the S&P composite index was down 1 per cent, sliding by 59.06 to 5,851.59 in good two-way trading.

The bulk of the index subsided lost ground with financial services racking up the heaviest losses to end the morning session off by 2.8 per cent.

Alcan Aluminum dipped 26 cents to \$46.66 and Canadian Pacific lost 46 cents to \$35.60. Barrick Gold, helped by a stellar day for the billion price, gained 55 cents at \$39.95.

Average 1995: 345,135,000

### EUROPE

Rumours of cross border deals in the pharmaceuticals industry and further takeover speculation in Germany made for lively trade.

ZURICH heard more rumours about Roche, this time suggesting that a major investor had changed shares in the Swiss group for some in the Swedish drugs company, Astra.

Pharma Vision, the investment trust managed by Mr Martin Ebner's BK Vision, refused to comment on stories that it was the seller of Roche, in exchange for some of the 10 per cent of Astra held by investor of Sweden.

Mr Philipp Buchli at Bank Sal Oppenheim in Zurich believed that Astra could be of interest to Roche. Rather than a full blown merger, however, he believed that co-operation was more likely in the form of an asset swap, joint venture or licensing agreement.

The logic of an exchange of shares between Investor and Pharma Vision was that it would give both groups increased exposure to my upside potential in Roche and Astra.

Earlier rumours had linked Roche with SmithKline Beecham in the UK and, said Mr Buchli, a co-operation agreement between the Swiss and Swed-

### Stock price and value movements



ish groups would not preclude further parts between Roche and SmithKline.

Roche certificates added SFr30 to SFr10,160, while the bearers added SFr15 higher to SFr15,600. According to its 1996 first half report, Pharma Vision, SFr1 ahead at SFr506, held 230,000 of the Roche bearers and 74,000 certificates. The SMI index made an enthusiastic start, peaking at a record intra-day high of 3,927.5 but subsequently pulled back to close 32 firmer at 3,912.8.

In STOCKHOLM, Astra rose to an intra-day record of SKR339 and closed SKR5.5 above at SKR24.5 and investors, which declined comment on the rumours, was SKR5.5 ahead at SKR24.5. Mean-

time, the Affarsvärlden General index picked up 1.3 to close at 101.14 at an all-time high of 1,254.42.

The ripples spread over to HELSINKI, where Orion spurred to high of FM163 before retreating to close unchanged at FM157.70 as the Investor story provoked renewed interest in all Nordic pharmaceuticals companies. The Hex index rose 1.58 to another all time high of 2,471.14, helped by a FM36 in Nokia to FM265.

In FRANKFURT, too, pharmaceuticals were in the spotlight. Following Wednesday's takeover rumours about Schering, disclosed by the target, Schwarz Pharma jumped SFr90 to DM113.90, as the chairman forecast sales growth of 6.8 per cent in 1997 and at least 5 per cent a year between 1998 and 2003.

A downward shift of stance by Merrill Lynch over French oil stocks Elf Aquitaine came off FFr14 to FFr14.43 and Total shed FFr7.90 at FFr14.6.

Carmakers were mixed. Daimler lost DM1.65 at DM102.55 and Porsche profits climbed another DM1.80 to DM145.7. Thomson-CSF rose FFr45.7, Michelin rose FFr1.40 to FFr27.7 on the news that it had disposed of part of its 6.1 per cent stake in Peugeot. The carmaker dipped FFr16 to FFr22.22 on the deal. Renault came off FFr1.40 to FFr11.70.

Bouygues continued to improve after Tuesday's upgrades and news of the alliance with UGB of Belgium. The shares added 50 cents to FFr7.20.

LISBON hit a new high for the third day running with the PSI-20 index closing 28.72 higher at 5,005.39. A number of brokers have turned positive on Portugal in recent weeks, citing the resilience of the economy and EMU convergence factors.

Written and edited by William Cochran, Michael Morgan and James Brown

## Rumours rife in pharmaceuticals industry

### FTSE Actuaries Share Indices

THE EUROPEAN SERIES									
Dec 5	Open	10.30	11.00	12.00	13.00	14.00	15.00	Close	Change
FTSE Eurostock 100	1,000.55	1,000.77	1,001.51	1,002.44	1,002.43	1,002.75	1,003.25	1,003.77	+0.22
FTSE Eurostock 200	1,025.28	1,025.29	1,025.30	1,025.31	1,025.31	1,025.30	1,025.31	1,025.35	+0.07

FTSE Eurostock 300 1,025.28 1,025.29 1,025.30 1,025.31 1,025.31 1,025.30 1,025.31 1,025.35 +0.07

FTSE Eurostock United 100 1,025.28 1,025.29 1,025.30 1,025.31 1,025.31 1,025.30 1,025.31 1,025.35 +0.07

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## RECRUITMENT

Adrian Furnham on the importance of developing telephone sales skills

**A clear line to call-centre staff**

**I**t is not until comparatively recently that recruiters and selectors began systematically to look for telephone-based customer skills in their staff. When goods were ordered and complaints made by letter, the skills of drafting sensitive, firm and clear documents were obviously valued. But the widespread use of telephone sales has changed that - and customer expectations of how they should be dealt with.

People are becoming used to being able to telephone direct suppliers six or seven days a week almost around the clock, ordering anything from clothing to computer software. They have come to expect that they can generally do business over the telephone and may become angry if they discover they have to resort to the "small mail".

Most homes have telephones, calls are cheap and market leaders in telesales have equipment that allows them to offer a first-class service directly to the customer. But companies that install the latest systems for handling telephone business can be seriously handicapped if they do not have

properly trained sales staff. In most cases, large companies establish call centres to handle telesales. Like all managers, those in charge of call centres try to keep costs to the minimum using technology such as telephone management systems, workflow systems, profit/service data systems for the employee, and database management software.

The human factor - the training and motivation of call-centre staff - remains neglected. Yet the person customers speak to is their main link with the company and on whom they will judge the price and quality of the service they receive.

Defining customer service on the telephone, face-to-face or even by letter is difficult to do. Services are intangible because they are about performance rather than product - they cannot be counted, measured or verified in advance of sale to ensure quality.

Yet the product and the service are often inseparable because both are involved in the contact between customer and service provider. The qualities that telephone sales staff must convey to customers include:

- Responsiveness - obvious willingness and readiness to provide a service.
- Competence - having comprehensive knowledge and skills to deliver the service.
- Access - the approachability and the general ease of contact with staff.
- Courtesy - explicit politeness, respect, consideration and friendliness.
- Communication - keeping the customers informed in a language they can understand, and listening to them.
- Understanding - making an effort to understand the customer's needs.
- Reliability - consisting of performance and dependability.

Reading the increasing number of advertisements in newspapers for telephone personnel, one could easily believe it is the best job in the world. It is fun, exciting, easy, done from near home, working in and with a supportive team, and the potential for making a good living is high.

Yet the data on call-centre personnel tell another story. Job turnover and absenteeism is high: companies are reluctant to disclose the figures, but turnover is as high as 25 per cent a year where staff have a realistic alternative job to go to.

Little attention has been paid to the recruitment, selection and training for this frankly unusual and specialised job. How can recruitment be done in line with business needs? What is the demographic and psychological profile of the ideal employee? What sort of training do call staff need initially and then later in

the job? Are the incentives appropriate to the personality types employed?

In theory, the ideal member of staff in a call centre would be an extrovert, because they are more sociable, lively and interpersonally skilled than introverts. But extroverts also like variety, and sitting all day

answering the phone is tedious. They trade off speed for accuracy and while they are likely to answer more calls, they are also more likely to take down wrong information.

Extroverts are certainly easy to motivate by promise of rewards - but if these rewards are difficult to achieve because of the number and type of callers, they can become dispirited. They can also be erratic, particularly if a little unstable - and the last thing the customer wants is an irascible, capricious telesales person who, having been rattled by the previous customer, takes it out on the next caller.

"Selection is the key," says Tony Miller, training director at Fritzell, the insurance broker, who has considerable experience in this area.

"Applying a standard battery of tests will not give the results of high-performing individuals. Miller is responsible for

the effectiveness of training and development of more than 700 call-centre staff, and has been involved with high results training for more than eight years. He uses various psychological techniques to improve performance.

"Often there is a misunderstanding of some of the basic requirements - whether to select the compliant introvert or the perceived difficult-to-manage extrovert."

"Decisions are often made to suit the manager's style. Conventional training methods are not effective for creating high-performance staff."

Choosing the managers with the skills to get the best out of such staff is equally difficult. They must be able to create, maintain and manage a high-performing team over the long term.

Technology is available to everyone; management and skills are not. It is the one

area where real added value and higher return on investment can be made.

Assessment centres, psychometric testing and biometric analyses are all expensive ways of selection, but each has been shown to improve decisions - both in selecting the able and rejecting the inappropriate. Given the difficulty and importance of managing telesales staff, it is probably worth the investment.

**C**all centres are unusual places to work. The open plan office with dim light and hundreds of people speaking at once is not everyone's idea of a pleasant working environment. Staff can get quite understandably, pretty rated and snappy after dealing with dim, demanding, rude, inarticulate or naive callers.

But they need to be recruited and retained in larger numbers. Recruiting the wrong types and giving little or inadequate training is likely to lead to poor sales and disgruntled customers.

*The author is professor of psychology at University College, London*

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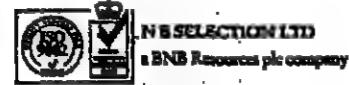
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Anglo Irish Bank Corporation plc is a fully integrated Irish Banking Group with an asset base exceeding IRE2.3 billion and capital resources of over IRE250 million. As part of the Bank's overall strategy for further growth, we are now looking to recruit a Senior Treasury Executive for our Dublin office.

**The Role**

- To work closely with a treasury director in the following areas:
- credit risk, covering banks and sovereigns, including emerging markets;
- origination of investment opportunities in sovereign, bank and international corporate debt;
- assisting in the negotiation and completion of capital market fund raising transactions;
- to assist in managing the international banking relationships of Anglo Irish Bank Corporation plc;
- and to assume responsibility in due course over certain areas in treasury with minimum supervision.

This position will appeal to capital market professionals with a minimum of five years relevant experience. The person will be interested in using international banking skills, ideally acquired in a major financial centre, to build a career in and contribute to, the Bank's treasury operations in Dublin.

**The Person**

- will have an excellent understanding of international banking and sovereign markets;
- will have some experience in the completion of fund raising transactions in the international capital markets;
- been involved in evaluating credit risk in an international treasury environment.

For further information please contact:  
John Hayden, Personnel Manager, Anglo Irish Bank Corporation plc,  
Stephen Court, 18-21 St Stephen's Green, Dublin 2.  
All applications will be treated with the strictest confidence.  
The closing date for applications is Friday January 1997.

ANGLO IRISH BANK CORP

**Structured Product Analysts****City****Attractive Package**

Union Bank of Switzerland is one of the City's leading financial institutions with a major presence in the debt securities markets. As part of the Global Fixed Income Division, the European Financing team originates, structures and syndicates a wide range of debt issues of sovereign, corporate and institutional clients.

The team is seeking two analysts to work predominantly with its private placement and structured product specialists. The new recruits will play an integral part in the design, origination and execution of structured MTN, repackaged and tax/accounting-driven debt transactions. The positions will provide prominent exposure in a high-growth and high-priority product area and an excellent platform for career progression within Global Fixed Income and UBS.

Top-quality candidates are sought with 1 to 4 years' experience since graduation, gained at a reputable investment bank or, possibly, in the legal or accountancy profession. Familiarity with bond and/or derivative products is essential, as are strong quantitative and spreadsheet modelling skills. Fluency in a second language would be an advantage.

Please send full career details to:

Andrew Goodey  
Personnel Department  
UBS Limited  
100 Liverpool Street  
London EC2M 2RH

**ASIAN CORPORATE FINANCE ENERGY SECTOR HONG KONG BASED**

On behalf of our client, a major European Investment Bank with an internationally renowned reputation for sector-based corporate finance, we seek to recruit two experienced corporate finance professionals to work on a range of challenging assignments in the Asian electricity and oil & gas sectors.

Working as part of a large, well established and successful global sector team and with a fully regional brief, transactions span advisory, fund raising and merger & acquisition mandates.

Candidates must be willing to relocate to Hong Kong and have:

- A strong working knowledge of the electricity or oil & gas industry
- A minimum of five years experience in these sectors
- Superb financial modelling, valuation and execution skills

This is an exceptional opportunity to join a prestigious global energy corporate finance team at an exciting period in its growth in Asia.

Please contact Stephen McAlinden at Eban International Limited, 1002, Sing Pao Centre, 8 Queen's Road Central, Hong Kong. Tel: (852) 2521 9933, Fax: (852) 2869 8576

**Eban International Limited****Equity Capital Markets CHIEF OPERATING OFFICER Negotiable/Competitive package**

Our client is one of the leading global investment banks, whose ECM business has achieved considerable success through a combination of strong capital backing, extensive distribution capacity and a tight-knit innovative team operating worldwide. The result has culminated in a position well within the top ten in the league tables. The business has grown to such an extent that a need for a Chief Operating Officer has arisen to ensure the smooth running of the administrative process. The role will offer a significant challenge to an ambitious individual who will be required to establish an efficient middle office function before moving into a role in the front office.

**The Position**

- Establish/streamline a dedicated global MIS system for ECM
- Monitor ECM's positions/exposures worldwide
- Provide ECM with periodical performance analysis
- Oversee departmental P&L and cashflow
- Analyse ECM as to efficiency

**Background**

- Qualified Accountant
- Highly computer/systems literate
- Some exposure to capital markets preferable
- Tenacity and thoroughness
- Age 27-35

Please write in confidence to:  
**Baines Gwinner Limited**  
30 Eastcheap, London EC3M 1HD or Fax: 0171-623 1100.

Quote Ref: COO ECM

**European Bank  
for Reconstruction and Development**

The European Bank has a unique challenge: to assist the countries of central and eastern Europe and the former USSR in their transition to market economies. The Bank's Treasury Department is responsible for managing the Bank's assets and liabilities, funding, adding value by active multicurrency asset management and advising banking teams and clients on the structuring of project loans and risk management. Treasury uses state-of-the-art financial concepts, instruments, techniques and systems to add value and manage risks.

Along with a competitive compensation and relocation package, we offer action and achievement in an historic enterprise.

**Funding Officer**

The European Bank is seeking a market professional to join its Treasury Department Funding Team. The successful candidate (m/f) will be a member of a small team responsible for the structuring of borrowing transactions, and will enjoy full responsibility for the sourcing and execution of deals, including the negotiation of associated hedging and documentation.

The EBRD is an active borrower in the international capital markets, issuing about ECU 2.5 billion in medium-term and short term debt. The Bank is wholly committed to maintaining its reputation of an innovative, reliable borrower, raising funds both in the domestic and capital markets as well as in a number of emerging markets.

**Requirements:**

- Minimum five years' experience;
- Strong derivatives background, derivatives experience;
- Good understanding of legal issues, particularly business approach and good team player; □ Attention to detail;
- Personal confidence and maturity; □ Ability to communicate effectively and professionally with a wide range of external and internal parties at a senior level.

Please see our comprehensive job description(s) see our website [www.ebrd.com](http://www.ebrd.com)

For a copy of a detailed CV in English, please contact Mrs. Barbara Klemm, Head of HRG, at the European Bank for Reconstruction and Development, One Finsbury Square, London EC2R 2EH.

All applications will be acknowledged and replied to by post or telephone.

## Top-Adresse der deutschen Wirtschaft

Unser Auftraggeber gehört zu den größten international erfolgreichen deutschen Konzernen. Bei der wertorientierten Weiterentwicklung des Unternehmens kommt dem Bereich Konzern-Treasury ein besonderer Stellenwert zu. Zur Verstärkung dieser Organisationseinheit wird eine Fachkraft mit fundierten Vorkenntnissen gesucht.

### Leiter Treasury-Controlling

Die in diesem Bereich erstellten Berichte, Analysen und Kommentare, die sich schwerpunktmäßig mit der Liquiditäts situation, Finanzierungsfragen und den Zinsänderungs- bzw. Währungsrisiken befassen, stellen eine wesentliche Grundlage für die Entscheidungen im Treasury des Konzerns dar. Für die zeltmähe Bereitstellung der erforderlichen Informationen soll ein anspruchsvolles DV-System aufgebaut, gepflegt und weiterentwickelt werden. In der Funktion sind Sie dem Leiter Konzern-Treasury unterstellt und führen ein kleines Team qualifizierter Mitarbeiter.

Für diese Funktion sprechen wir Kandidaten/-innen an, die eine fundierte theoretische Ausbildung in Form eines wirtschaftswissenschaftlichen Hochschulstudiums mitbringen. Ergänzende Qualifikationen (z. B. Ausbildung als Bankkaufmann oder MBA) sind erwünscht. Sie sollten über mehrjährige Berufspraxis im Bereich Finanzierung/Treasury verfügen und ihre Erfahrungen in einer großen Bank oder einem professionell geführten, international orientierten Unternehmen gesammelt haben. Es wird erwartet, daß Sie PC-gesteuerte Problemlösungen entwickeln und einsetzen können. Sehr gute englische Sprachkenntnisse, ein hohes Maß an Initiative und die Fähigkeit, mit anderen Fachbereichen des Unternehmens kooperativ zusammenzuarbeiten, werden ebenfalls vorausgesetzt.

Wenn Sie diese interessante Herausforderung reizt, sollten Sie mit uns Kontakt aufnehmen. Senden Sie uns bitte Ihre aussagefähigen Bewerbungsunterlagen (Lebenslauf, Zeugniskopien, Lichtbild, Gehaltsvorstellungen) unter Angabe der Kennziffer MA 6318/04 z. H. Frau Susanne Liedtke (+49/221/2 05 06-49), Frau Petra M. Lochner-Hennen (+49/221/2 05 06-27) oder Herrn Klaus Sänger (+49/221/2 05 06-24), die Ihnen auch für telefonische Vorabinformationen gerne zur Verfügung stehen. Die vertrauliche Behandlung Ihrer Bewerbung sowie die Berücksichtigung von Sperrvermerken eischem wir Ihnen selbstverständlich zu.



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## EUROPEAN FINANCE DIRECTOR

### Industrial Enzyme Business

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##### The Role

Monthly, annual and medium-term planning and reporting for the European group. Responsible for ensuring sound financial control, in all reporting offices. Responsible for managing small IT and accounting departments including relationships with various fiscal and social authorities.

##### The Qualifications

Ambitious and committed professional with technical expertise, business acumen and a hands-on approach. Experience with a European or an American multinational and/or working within a multicultural sales driven environment. Fluent English + 2nd language (French or German) would be an advantage. Familiarity with SAP R3 is desirable. Internationally recognised accountancy qualifications or an MBA combined with good IT skills.

If you wish to apply for this challenging position please reply with full details to:  
John A. Chambers, Human Resources Director Europe - Novo Nordisk Biostudie S.A.  
79, avenue François Arago - 92017 Nanterre Cedex FRANCE.



## Credit Underwriters/Analysts

GERLING-NAMUR is a leading credit insurance underwriter with 40 offices in 12 European countries. We are looking to strengthen our UK underwriting team with two experienced trade credit underwriters/analysts, one at senior level.

Reporting to the UK Underwriting Manager, responsibilities will include the collection and analysis of commercial qualitative and quantitative information.

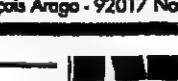
The ideal candidate should have a good academic background, preferably to degree level or equivalent professional qualification, and have the following:

- Minimum of 5 years' experience as an underwriter/analyst in credit insurance or in the banking/financial sector
- Excellent communication skills in English (French and/or German would be an asset)
- Willingness to take initiative and responsibility
- Commercially orientated

The basic salary package and benefits will be competitive and commensurate with experience.

Interested candidates should send their curriculum vitae to:

Simon Rosebow  
Namur - Insurances of Credit,  
8 Bedford Park,  
Croydon CR0 2AP



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**Selector Europe**  
Spencer Stuart

Spencer Stuart, Ref. PS61284,  
16 Cheapside Place,  
London EC2V 6EE

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- ◆ THE POSITION
- ◆ Key member of London team taking lead role in the marketing and closing of innovative financing transactions. Initiate new business opportunities.
- ◆ Utilising market knowledge and transactional experience, assist in the structuring of new products at cutting edge of asset and structured financing.

Please send full cv, stating salary, ref PS61284, to NBS, 18 Archer Street, London EC4R 9AY

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#### Investment Executive

##### THE POSITION

- ◆ Identify, evaluate and develop new investment opportunities, predominantly in the UK.
- ◆ Participate in financial and commercial analysis of potential acquisitions.

##### QUALIFICATIONS

- ◆ High calibre graduate with a minimum 18 months' corporate finance experience in a Big Six firm, an investment bank or a strategic consulting firm.
- ◆ First-class analytical skills. Confident, organised and highly motivated.
- ◆ Able to demonstrate vision, initiative and to prioritise and take responsibility at an early stage.
- ◆ A second major European language would be an advantage.

Ref PS61203

Please send full cv, stating salary and quoting relevant reference, to Simon Hankey, NBS, 18 Archer Street, London EC4R 9AY. Curriculum vitae sent directly to Schroder Ventures will be forwarded to NBS.

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Our client, one of the UK's leading plc's, requires a senior professional to head its in-house Export Financing capability.

Based within the Group Treasury Department, the role carries responsibility for identifying and negotiating finance for international projects, together with associated risk management issues.

Candidates will be either senior banking professionals or already fulfilling a similar role in a capital goods exporter, contractor or project sponsor.

You will need strong personal presence, creativity, analytical ability and negotiating skills.

Please write in confidence, with a cv and remuneration details, to Criterion Search, 50 Regent Street, London W1R 6LP, quoting ref: 1622. Tel: 0171-470 7160. Fax: 0171-470 7114.

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Dun & Bradstreet is the world's leading supplier of business information; following its recent demerger, the new company has an annual turnover in excess of US \$2 billion. The Economic Analysis Group is responsible for regularly assessing country risk across 120 different markets in which investors place funds and exports trade. The Group now requires experienced analysts to produce its portfolio of country risk products. Analysing countries and business sectors world-wide, you will contribute to D&B's flagship monthly journal, the International Risk and Payment Review (IRPR). You will also produce more in-depth analysis for individual country risk reports on a range of countries on a semi-annual basis, as well as participate in a number of ad hoc projects.

Analysing countries and business sectors world-wide, you will contribute to D&B's flagship monthly journal, the International Risk and Payment Review (IRPR). You will also produce more in-depth analysis for individual country risk reports on a range of countries on a semi-annual basis, as well as participate in a number of ad hoc projects.

Ideally a post-graduate in Economics with a sound grasp of politics, you will have spent at least two years' in a financial/economic research or country analysis role, backed by experience writing for publications with an international perspective. With a proven ability to research, analyse and write clearly and concisely to tight deadlines, you will be an effective team player. A sound knowledge of the Middle East, Asia-Pacific and/or Latin America is preferable, and language ability would also be an advantage.

Please write with full CV and current salary details to: Amanda Cooke, Senior Human Resources Officer, Dun & Bradstreet Limited, Holmes Farm Way, High Wycombe, Bucks HP12 4UL.

### High Wycombe

## CJA

RECRUITMENT CONSULTANTS GROUP  
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#### CITY

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Applications in strict confidence under reference UKFM5920/FT to the Managing Director, CJA.

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This is a superb opportunity to join the London-based fund management operation of a highly respected European investment bank. The company has earned a first class reputation for its expertise in international bond management and this is reflected in the strength of its institutional client base. The company takes pride in its collegial, supportive and strongly team based culture and it is essential that this individual shares these values.

#### The Position

- Monitor and forecast a range of emerging economies focusing on fixed income and currency markets.
- Communicate research findings verbally and in writing to fund managers and to a wider audience both within and outside the bank.
- Create and develop a new research report in cooperation with the Director of Economic Research.
- Scope for research on own initiative into relevant topics of interest.

#### The Requirements

- Economist with at least 1-2 years' experience in the financial sector ideally in the emerging markets.
- Detailed knowledge of fixed income markets.
- Qualified to at least degree level in economics with a first-class analytical mind.
- Excellent oral and written communication skills with a high degree of computer literacy.
- The ability to work under pressure and to tight deadlines both independently as well as part of a team.

Please send your CV with current salary details to: Sara Kenderdine-Davies, K/F Selection, 252 Regent Street, London W1R 6HL.

K/F Selection quoting ref: EME2/D. Alternatively send by fax on 0171-312 0202 or by e-mail to cv@kfsselection.com Internet Home Page: <http://www.kfsselection.com>

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## ACCOUNT MANAGER – FAR EAST

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The position will be at Manager or Senior Manager level depending on the experience of the candidate and will offer an excellent career opportunity at an exciting stage of the Bank's development.

Please write, in the first instance, with a full CV including salary details to:

Ben Wood, Vine Poterton Ltd, Suite 26, Ludgate House, 107-111 Fleet Street, London EC4A 2AB.

If there are any companies to whom you do not wish your application to be forwarded to, please list them in a covering letter.

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Our client, a recognised leader in providing comprehensive analysis and research in the area of commercial real estate, is expanding its operations to include European transactions. An opportunity exists for a real estate professional to join the London based structured finance team and lead this new initiative.

#### The Role

- Identifying and developing commercial real estate business in Europe.
- Providing collateral, legal and structured analysis of commercial real estate transactions.
- Marketing to issuers, investment banks, and investors.
- Developing cash flow models.

If you feel ready to develop your career by accepting the challenge of this exciting opportunity, please send your curriculum vitae in confidence to Deborah Dor, Senior Consultant or telephone for an initial discussion.

### London Based

#### The Candidate

- Minimum of 3 years' lending or commercial real estate credit work.
- Fluent in English and French.
- Strong analytical and communication skills.
- Ability to work in a team environment.

## International controller

Paris based,  
our client is a  
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currently involved  
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- As part of the international management, you will be responsible for:
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- assisting subsidiaries in the use of the selected tools for budgets, reporting, analysis, and following of the key indicators
- the improvement and evolution of the procedures with concern for the constant adaptation to the rapid changes of the group

- the relations with accounting and administrative department of the group
- Your well-developed sense of relationship will be matched with at least 3 years experience in an auditing firm and/or in an international management services company.
- This high profile role with extensive travels will bring you into regular contacts with 8 subsidiaries abroad. English is your mother tongue and you have a very good command of French. Knowledge of German would be an advantage.

Please send or fax your CV in French, quoting reference number 103, to our advising consultant Elise Roques, ETHNOS, 11 boulevard Pershing 75017 Paris, France. Fax 33 1 44 08 10 80.

**ETHNOS**

### Devonshire executive

International Finance

7 Birchin Lane, London EC2V 5BT Tel: 0171 580 2002

Email: [cmo@devonshire.co.uk](mailto:cmo@devonshire.co.uk)



### Portfolio Manager

### Europe

### Competitive Package

Investment Management Services (IMS) is the central investment unit of Lloyds Bank International Private Banking, which has its headquarters in Geneva. The unit is responsible for managing and advising private client assets and 32 investment funds. We seek to hire an additional portfolio manager to cover markets in Europe.

For this position, candidates should be aged 30-40, university graduates in Economics or Business Administration, team players with minimum 5 years experience in fund management. English is our working language. Preference will be given to candidates with good track records in fund management and experience with UK equities.

Applications should be addressed to:

LLOYDS BANK PLC

N. J. Simpson, Personnel Department

Case Postale 5145

1211 Geneva 11

Switzerland

## PEREGRINE

Asian Equity Derivatives marketing specialist based in London or Zurich required to build distribution of Asian equity derivatives products across Europe for leading Asian Investment Bank. The successful candidate must possess the following characteristics:

- in depth knowledge of Asian equity markets;
- experience in marketing equity derivatives products to both institutional clients and intermediaries with access to retail investors;
- ability to structure equity derivatives products to meet clients needs in OTC and securitised form;
- ability to work independently and tenaciously to build client relationships and to close transactions;
- ability to co-ordinate with the existing network of cash salespersons in marketing of commodified equity derivatives products.

This role requires much more than pro-active sales of equity derivatives products. It requires the candidate over time to build a business to match the existing successful businesses established in Asia and the United States. This involves identifying new opportunities as well as extending and enhancing the already successful range of products and expertise established by the Asian office.

Remuneration based on fixed salary and performance related bonus.

Please send detailed curriculum vitae to: Jane Arrowsmith, Peregrine Securities (U.K.) Limited, 10 Aldersgate Street, London EC1A 4HJ

## VENTURE CAPITAL

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#### Ho Chi Minh City/Bangkok

#### US\$ Ex-pat package

Our client is the leading venture capital group in Indochina, currently managing and advising on some US\$100m funds from offices in Hanoi, Ho Chi Minh City (Saigon) and Bangkok. Its primary role is to identify and make direct equity investments in greater Indochina, specifically Vietnam, Cambodia, Laos, Myanmar and Yunnan Province of China. A rare opportunity has arisen for two entrepreneurial young professionals to join the investment team. It will suit individuals with outgoing personalities, eager to participate in the growth of the private equity market in emerging Indochina. Working in a small integrated team, the roles incorporate all aspects of the utilised equity investment process from identification, analysis, negotiation, structuring and deal management, through investment monitoring and exit management.

#### Candidate Profile

- commercially aware Chartered Accountants or MBAs
- aged 25-32
- experience of corporate finance or venture capital transactions gained in a venture capital house, merchant bank, accountancy firm or a strategic management consultancy
- strong financial analysis, computer modelling and communications skills
- mature, gregarious, confident personality

Interviews will take place in London. Interested applicants should apply in confidence quoting reference CP/TC to:

#### THE BLOOMSBURY GROUP

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Candidates must have a University or MBA degree and must have worked overseas at senior level. Fluency in English and/or French required. Contract duration will be for 3 years. An attractive expatriate package and salary will be offered to the selected candidates. Candidates who are interested should send their CV to: Frank Stevens, Personnel Officer, AMSCO, Stamford Road, 457, 1077 XX Amsterdam, The Netherlands. Tel: 31-20-5442932; E-mail: [frank.stevens@amsco.nl](mailto:frank.stevens@amsco.nl).

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Carnegie is a leading Nordic investment banking and asset management group with strong positions in equity broking in Denmark, Finland, Norway and Sweden, both locally as well as cross-border through offices in London and New York, and is also one of the major bond brokers in Denmark. Carnegie is the leading independent corporate finance advisor in Sweden with growing activity in the other Nordic countries. The asset management and private banking business for selected institutions and private investors currently has SEK 16bn under management. Carnegie employs more than 400 professionals in 9 offices in 7 countries. Singer & Friedlander Group PLC owns 55% of Carnegie, while the remaining 45% is held by Carnegie employees.

After a build-up phase over the past two years involving substantial investment in IT and personnel, Carnegie's Nordic Research Department now comprises 40 financial analysts providing in-depth research of some 300 Nordic companies - from blue chips to small caps. Furthermore, in-depth industry research is provided through the sector teams set up to cover 12 major sectors, while a team of five economists offers global and domestic macroeconomic research.

As a consequence of the recent upgrading of our research as well as our London operations we are now looking to recruit the following sales and research professionals:

#### NORDIC EQUITY SALES - LONDON

We are seeking experienced equity sales people with good contacts to UK institutional clients as we will be increasing the marketing of our improved and upgraded research product. You should ideally have several years of experience in equity sales and exhibit an in-depth knowledge of Nordic equities and companies. You are a proven business winner with a relevant contact base among UK fund managers. You should have first-class communication skills and be able and willing to effectively work independently and in a team. Fluency or proficiency in any one of the Scandinavian languages is an advantage.

#### NORDIC ANALYSTS - LONDON

We are seeking Nordic analysts to work in London. You will be our dedicated analyst on a Nordic market, working closely with our local analysts and the cross-border sales people to identify, research and market original and exciting investment ideas to our international client base. You must be able to demonstrate in-depth analytical and high-quality report writing and verbal communication skills. You must be highly motivated and able to work independently and in a team. You are already working in a similar capacity in either London or Scandinavia and have the necessary experience as well as an appropriate educational background.

#### FINANCIAL RESEARCH MODELLING - SCANDINAVIA/LONDON

We are looking for a numerate professional combining in-depth IT knowledge with a strong equity research interest to work with financial modelling, information and decision support systems for our analysts. You can have either an IT or an equity research background, combining in-depth knowledge and extensive experience in one area with a keen interest and high ambitions in the other. You will, in close co-operation with our analysts and IT people, develop and support relevant decision & information support systems, databases, valuation and other financial models etc.

#### NORDIC RESEARCH EDITORS - LONDON

We are looking for editors to complement our current team of London-based Nordic research editors. You will be instrumental in helping the analysts communicate their investment ideas to investors with clarity and vision. As all our research is currently produced in English the job mostly involves editing, although you will sometimes have to do complete rewrites. Fluency or proficiency in any one of the Scandinavian languages is a distinct advantage as is journalistic or investment writing experience.

For a confidential discussion and further details on the above sales appointments, please contact Per Munk-Nielsen or Arve Nilsson, Co-Heads of the Nordic sales desk in London, on 0171 216 4082 or 216 4034 or apply with CV to Per Munk-Nielsen/Arve Nilsson, Carnegie, 24 Chiswell Street, London EC1Y 4UE.

For a confidential discussion and further details on the above research appointments please contact: Tommy Erixon, Group Head of Nordic Research, tel. 0171 216 4099 or +46 8-576 8699 or apply with CV to Tommy Erixon, Carnegie, 24 Chiswell Street, London EC1Y 4UE.

## HSBC Investment Banking ◀◀ International M&A and Corporate Advisory

### London Based

The HSBC Group, with headquarters in London, is one of the world's largest banking and financial services organisations, with an international network of more than 3,300 offices. Unrivalled financial resources, global reach and contacts, ensure that the HSBC Group is ideally placed to develop further its pre-eminent position.

HSBC Investment Banking is responsible for the advice and financing, equity securities, asset management and private banking activities of the HSBC Group. The Corporate Finance and Advisory department encompasses corporate advisory, M&A and International ECM activities. We are now looking to recruit a number of outstanding specialists for our international transaction teams.

This is an exceptional opportunity for individuals to develop further their experience across a wide range of international transactions, including the origination, structuring and execution of mergers and acquisitions for quoted and unquoted companies, equity offerings and privatisations.

Successful candidates will be exposed to HSBC Investment Banking's growing international client base, working closely with its industry specialists and network of international offices in 40 countries worldwide.

**Candidates of the highest quality are sought:**  
• Graduates with up to five years Corporate Advisory, M&A or ECM experience gained within a leading financial institution.

Morgan McKinley  
Associates  
Executive Recruitment

### Excellent Package

Exposure to a high profile range of transactions conducted on an international basis is essential.

- Fluency in a European language, in addition to English, is a distinct advantage.
- An excellent academic background and keen intellect. Mature, tenacious and energetic.
- An additional qualification such as an MBA would be advantageous.
- Team players with initiative, creativity and flair together with a high level of motivation and commitment.

Please send a full cv to Stephen Grant, Morgan McKinley Associates, Ruskin House, 4041 Museum Street, London WC1A 1LT. Tel: 0171 404 4100 Fax: 0171 404 4334.

## EMERGING MARKETS

### Two key roles in Bond Sales and FX Trading to £80,000 + bonus

This leading American bank is seeking two professional young traders or sales people to join its London emerging markets desk. There is already a large emerging markets group in New York.

One of these positions would suit a successful young fixed income sales person with contacts in both the UK and Europe.

The other role is for a foreign exchange trader who has experience of minor currencies, especially of Central and Eastern Europe.

Candidates should be educated to degree level and have three to five years' experience, preferably with some knowledge of German or an Eastern European language.

Business is being generated from the Euro-emerging markets and Latin America and is expected to develop substantially in the future.

Please contact David Little

Fax 0171-626 9400

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+44 0171 873 4015

### ABN AMRO HOARE GOVETT

Riada Stockbrokers is the stockbroking arm of ABN AMRO Hoare Govett in Ireland. Founded in 1978, the firm has grown to become one of the leading brokers in Irish equities and government bonds. Riada has continuously augmented its resources through the recruitment of personnel with a proven record of success in the financial services sector. As part of this process, we are seeking to recruit two executives to join our Equity Division.

### INSTITUTIONAL EQUITY SALES

The successful candidate will be responsible for providing an Irish equity sales service to our expanding client base. As a member of our equity sales team, the candidate will be required to develop and maintain new client relationships. A good knowledge of investment markets, both domestic and international, combined with proven sales skills are essential for this position. Candidates are likely to have at least three years experience in an institutional sales environment.

### EQUITY RESEARCH ANALYST

The successful candidate will be responsible for providing in-depth fundamental research on a range of publicly quoted Irish companies. Candidates will have at least two years investment analysis experience within a stockbroking or fund management environment. They should also have a strong academic record and be able to demonstrate excellent report writing, presentation and marketing skills.

This is an excellent opportunity for experienced professionals to develop a career within the ABN AMRO Securities network. An attractive remuneration package, commensurate with experience, is available for the right individual.

Please send your CV in strictest confidence to: Bob Ahern, Riada Stockbrokers Ltd, 1 College Green, Dublin 2, Ireland. Fax: 353-1-6709298

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We seek an experienced, highly motivated individual with the energy and commitment to satisfy our very discerning customers and to take sales forward into the next millennium.

The ideal applicant will be aged 30-40, will have a proven marketing track record, a flair for food and experience in negotiating with high street supermarkets. Whilst knowledge and experience are fundamental, personality and communication skills will be of equal importance.

Interested candidates should write enclosing a full CV stating current salary details to: Mrs Julia Newman, PA to the Chairman, Vitacress Salads Ltd, Vitacress House, New Farm Road, Alresford, Hampshire SO24 9QH.

### Senior Economist

RTZ-CRA, a world leader in the mining industry, is looking for a commodity specialist to join the Economics Department at its international headquarters in London.

The post involves the economic analysis of a range of minerals and metals with the object of assisting investment decision-making and financial planning. Specifically, it involves detailed consideration of prices, production costs, capacity developments, end-use markets and trade flows.



The successful candidate will have a good first degree, and probably a post-graduate degree, in economics or a related discipline, plus around ten years' relevant work experience. Familiarity with PCs, well-developed analytical skills and a proven ability to produce high quality written work are essential for the role.

An attractive salary and benefits package will be offered, reflecting qualifications and experience.

Applicants should submit a curriculum vitae and covering letter giving details of current salary to Ann Bassett, Staff Manager, RTZ Limited, 6 St James's Square, London SW1Y 4LD.

### SUGARMAN GLOBAL SEARCH GROWTH OPPORTUNITIES!

There is a need NOW, with several of our clients (all of which are Global Players) for the following professionals:

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To trade and manage risk of OTC and Listed Options, Warrants as well as individual equity products. Both European and UK.

#### EQUITY DERIVATIVE STRUCTURED PRODUCT TRADER

To price and structure exotic options, cross-asset experience would be a plus. Strong mathematical background.

#### MARKET RISK MANAGEMENT

Strategic Research for Equity Derivatives, new idea generation, research and implementation of leading edge valuation techniques and trading strategies. PhD Level Degree with ability of solving partial differential equations by both analytic and numerical methods. Experience essential.

#### SYSTEMS DEVELOPMENT SOFTWARE ENGINEER

A degree in mathematics and computer science (or electrical engineering). Good knowledge of C++ and a familiarity with at least one relational database management system, coupled with the knowledge of either Fixed Income or Equity Derivatives.

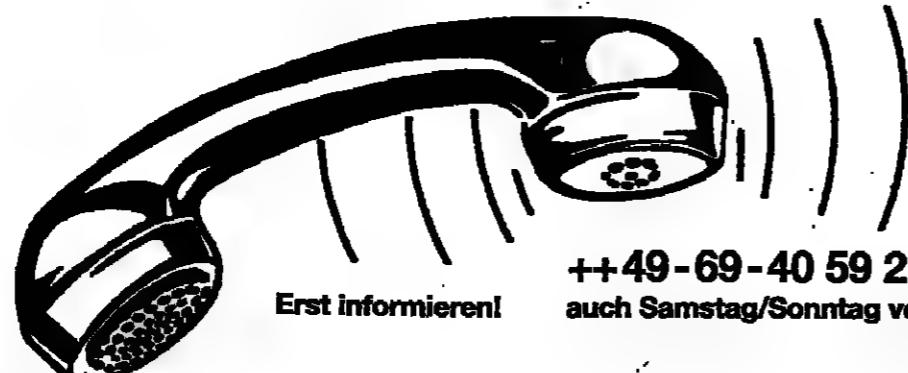
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## Commitment

high professional standards, and a strong client-service orientation are the reasons for KPMG's success. We and our partner firms in 147 countries constitute one of the world's leading global auditing and consulting organisations. Our clients include all types of business associations ranging from large multinationals to small and medium sized enterprises across the industry spectrum. As of January 1, 1997, we are seeking to recruit a

**U.S. Tax Specialist** for our office in Frankfurt, Germany. The position involves the preparation of U.S. tax returns primarily for U.S. citizens and nonresident aliens investing in the U.S., but also for partnerships and corporations. Applicants should be computer literate and have an accounting background, preferably with a degree in accounting or a comparable business degree. Experience in the field of international taxation and German language skills are preferred, but not required. Please apply to Mrs. Dagmar Gessner-Gaspar at the address and telephone number shown below. We are looking forward to introducing ourselves to you.



KPMG Germany  
Marie-Curie-Straße 30  
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Telephone 0049 (69) 85 87-22 50

## INVESTMENT BANKERS

Eastern European  
Emerging Markets

Excellent package · London

Our client is a leading international investment bank, with a growing strength in the emerging markets of Eastern Europe. As part of the steady expansion of their client franchise in the area, they are now looking for experienced, high-quality professionals to join their investment banking team for the region.

The roles involve the marketing, structuring and execution of the full range of complex investment banking products, including credit, bonds, equities and financial advisory for both local and western clients. The successful applicants will have a background of at least three years' experience in investment banking in this region with a respected US or European bank, strong technical and communication skills and fluency in at least one relevant language (Russian, Polish, Czech or Hungarian). The business requires excellent judgement, drive and initiative. It will also involve a considerable amount of travel.

Please write with your CV, quoting ref.579, to Alastair Lyon, Confidential Project Handling Service, Associates in Advertising, 5 St John's Lane, London EC1M 4BE.

Applications will only be sent to the client, however please state any company to which your details should not be forwarded.

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## P.B.&P.

On behalf of our client, a leading international consulting firm, which has its headquarters in Zurich and specializes in the planning, design and implementation of water supply and waste-water engineering projects; we are conducting a search for the following position:

## Director of Project Acquisition/ Project Manager

The successful candidate will meet the following criteria:  

- Engineering sciences (civil, mechanical or electrical) and supplementary business/management education
- Age between 36-47 years
- Proven ability to acquire international projects
- International project management experience
- Excellent written and verbal skills in the English and French languages; German language skills are also a plus
- Entrepreneurial professionalism, including confident demeanor, ability to produce desired results, tenacity and commitment to complete responsibilities and willingness to contribute above average effort for project success

The primary duties of this position include the ability to:

- Acquire engineering projects and contracts
- Develop new markets
- Initiate contact and promote company relationships with potential clients and financing institutional partners
- Prepare proposals, etc., etc. to compete for projects and secure work contracts
- Conduct and complete international project work
- Manage international and projects

Professional challenges:  

- Largely independent role to complete professional responsibilities in an exciting, constantly changing and demanding field
- Direct working relationship with the company management/partners
- Work within a prominent and innovative international company

Candidates who meet these conditions and are excited by the challenges of this position are requested to draft their Curriculum Vitae and professional documentation to P.B. & P., Attention: Paul Bösch, via fax to +41 1 751 88 88 or e-mail to [pboesch@pboesch.ch](mailto:pboesch@pboesch.ch).

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## Fixed Income Analyst

Our client, a major global investment bank, is seeking to recruit an economist / fixed income analyst to be responsible for macroeconomic coverage and political analysis of the Balkan and east European region.

Primarily looking after Bulgaria, Romania and Yugoslavia, you will prepare reports and provide timely updates and investment advice to clients and to the bank's trading, sales and corporate finance units. You will also contribute to the formulation of the bank's central and east European fixed income and equity strategy and asset allocation. Part of your role will involve participating in investment conferences and providing comment on economic and political events to the press and wire services. You will also be expected to develop and maintain a relationship with the Bulgarian monetary and fiscal institutions.

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- Derivatives products market maker.

Location : Paris.

Profile : dynamic individuals with experience in the Financial Markets. Preference given to candidates with metals derivatives products experience.

An educational/professional background in finance and/or marketing. The rewards : the salary and benefits package will reflect your experience and abilities.

Please apply with a complete CV, including details of current salary, quoting ref. 36267 to Press Emploi, 26 rue Salomon-de-Rothschild, 92150 Suresnes Cedex.

## 2 ECONOMISTS, GERMANY AND ITALY

Stone & McCarthy Research Associates, a growing financial and economic research firm, are seeking at least two European economists to look specifically at the German and Italian markets, in order to complement our London-based team of fixed income/currency analysts and economists. The ideal candidate will:

- Focus on the macro-economic and political developments in Germany or Italy and possibly in a neighbouring country;
- Have a degree in economics and a minimum of two years' experience in a financial institution, economic research institute or relevant government agency;
- Be fluent in English and German or Italian, both written and spoken;
- Have a strong academic background and computer skills.

Salary will be very competitive and based on relevant experience. Contact: Gary Kidney, Stone & McCarthy Research Associates, City Gate House, 39-45 Finsbury Square, London EC2A 1PQ Tel: 0171 638 1804 Fax: 0171 638 1805, email [garry@smra.co.uk](mailto:garry@smra.co.uk)

## The Ernst & Young ITEM Club, a leading UK and International forecasting group, seeks a Chief Economist

Responsibilities include:

- Producing economic quarterly forecasts for the UK and World economies
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- Developing the Club's commercial activities

The position offers:

- High profile role
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- Involvement with broad cross section of industry

The successful candidate will have:

- A degree/higher degree in economics
- Worked in the public or private sector as an economist for a minimum of 3 years
- Experience of building/running macro economic models
- Excellent communication skills
- High degree of self motivation

Compensation is competitive with full benefits and profit related bonus.

Applications in writing together with a CV should be sent to:

M. Marc Hendriks

Managing Director

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Becket House

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## ORD MINNETT

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### EQUITY SALES PERSON

The applicant must have a strong research background in Australian equities, with at least three years analytical experience within the securities industry.

This position offers the right candidate an outstanding career opportunity with excellent prospects for promotion. An attractive remuneration package is offered.

Please send your CV and supporting details to:

Mr D.W. Gerrard  
Managing Director  
Ord Minnett Limited  
25 Cophill Avenue  
London EC2R 7BP

- Senior IR Options Broker
- Senior Equity Derivatives Broker

We have been exclusively retained to search for outstanding individuals to fill the above positions. Our client is based in the City of London and is one of the largest international futures and options brokers, with a presence on all the world's major exchanges. They have an enviable reputation for providing their clients with excellent services combining multilateral access, quality execution, cutting-edge technology and highly respected research. They continue to expand and are constantly developing their innovative approach to meet the challenges ahead.

They require individuals who can

enhance the capabilities of their two teams covering listed interest rate options and listed equity derivatives by introducing client bases which will produce strong revenue streams.

In both cases, candidates will be well educated, have strong marketing capabilities, experience of European markets, and be committed team players. Although the emphasis will be on listed European products, any US or Asian experience would be useful and knowledge of OTC products would be a definite advantage.

These positions offer unique opportunities for dynamic individuals,

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confident of their own abilities, to widen the services they offer their clients by joining this forward-thinking house, thereby improving their career and remuneration prospects.

Along with competitive basic salaries, our client offers significant bonus potential based on individual performance.

In the first instance, please contact our designated consultant, Angus Watson of Fleet Banking Search & Selection Ltd, at 117 Newgate Street, London EC1A 7AE. Tel: 0171 600 6500; Fax: 0171 600 6500; E-mail: fleet@dial.pipex.com

**Yamaha Motor Europe N.V.** is the headquarters of Yamaha in Europe and is responsible for the European marketing of a wide range of products such as Motorcycles, Scooters, Marine & Water Vehicles and Power Products.

To support the expanding Scooter market, The Marketing Communications Division is looking to strengthen its team by employing a Marketing Communications professional (m/f) for the following position:

## Communications Manager Scooters

Your function. You will be responsible for the development and implementation of the marketing communications strategy for our Scooter business and new products business in Europe. You will work with the Sales and Marketing Division, the Product Planning Division, Overseas Factories and European Distributors. Responsibilities will include

the production of all advertising materials (brochures, interactive media, posters, photography, etc.) as well as the development of the POS shop design and branding materials.

A key element of the job will be the supervision and coordination of the various supporting agencies, as well as control of budgets.

Your profile. You will be a communications professional and have been educated to at least University level (or equivalent) and have had several years experience in the marketing of consumer durables, or on the agency side working on leisure, transport and/or sports related accounts.

What we offer. Yamaha Motor Europe offers you the challenge to use your existing skills, to develop your experience and to realize your personal goals within a young dynamic and progressive international environment.

An attractive remunerations package awaits the right candidate. If you are interested in this position please write a letter of application enclosing your curriculum vitae (both in English) within 14 days to:

**Yamaha Motor Europe N.V.**  
Attn. Mrs. R. van Dommenen  
Human Resources Division  
(MarCom/Adv/1296)  
P.O. Box 75033  
1117 ZN Schiphol  
Fax 31-20-654-6888  
E-mail: rvd@yamaha-europe.com

**YAMAHA**

## TOP OPPORTUNITIES IN BANKING

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£40,000 to £50,000

Our client a respected and developing European Bank is looking to recruit a Manager to join its small dynamic team who are involved in a wide range of activities. Applicants must be able to demonstrate high level technical skills including financial modelling and have the ability to quickly assimilate new concepts and work in a changing environment. The preferred candidate will be a graduate banker with experience of marketing to corporate clients and have a sound understanding of credit and risk issues.

### CREDIT ANALYST

£25,000 to £30,000

An outstanding opportunity to significantly progress your career working in a challenging and rewarding environment with our prestigious client. The role will involve a broad range of duties including all aspects of credit and marketing support, to develop relationships with existing and potential corporate clients. The successful applicant will most likely have completed a bank graduate training programme and possess strong interpersonal and communication skills.

For further details please contact or forward your CV, to Peter Brooker, Associate Director.

Gordon Brown

## Analyst looking for first career move?

LONDON FINANCIAL SERVICES

Colonial is a successful international financial services organisation. In the process of demutualising, with UK funds under management of £4 billion and \$16.3 billion worldwide. In the UK, Colonial has a successful investment track record and has won 27 Microflap awards. The Group has recently acquired CIMA Fund Managers and is seeking further substantial growth in 1997.

As part of the planned expansion of the Investment business a further Analyst is required to join the UK Equities team. The Analyst will be expected to become the point of reference for his/her area of expertise for the entire division. There is ample scope for progression either within the UK or overseas, and positive encouragement for continuing professional development.

We are looking for:

- Enthusiasm and the ability to work independently within a team environment.
- Commitment to making the business a continuing success.
- Graduate with good degree, numerate. Excel literate, with an IMC qualification or working towards it.
- Excellent analytical and communications skills.

Please write to Wendy Gannaway/HR Planning stating your current remuneration package, brief personal and career history and how you meet our requirements. The closing date for application is 18th December.

Colonial, Colonial Mutual House, Quayside, Chatham Maritime, Kent ME4 4YY.

### FUND MANAGER Glasgow Based



SCOTTISH INTERNATIONAL INVESTORS

Murray Johnstone, one of Scotland's leading international investment management companies, wishes to recruit a Smaller Companies Fund Manager.

With funds under management in excess of £4bn and offices in the UK, USA and Singapore, Murray Johnstone offers a wide range of fund management services to investment and unit trust, institutional, charity and private clients.

We are seeking someone with company analysis experience and who is likely to have had portfolio management responsibility particularly in UK Smaller Companies, to join our UK Investment team. You will be responsible for research and analysis in this increasingly important area of our business reporting to the Smaller Companies Manager.

It is likely you will be a graduate with a minimum of four years UK investment experience, two years of which will have been in the smaller companies sector, and possess full IIMR or equivalent. Experience of managing funds and client presentations will be advantageous. Demonstrable success is essential as is the ability to communicate at all levels, both internally and externally.

The salary and benefits package will reflect the importance of this role. Please apply in writing with full CV to Douglas Corlett, Head of Human Resources.

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Reporting to the Corporate Controller, you will be responsible for internal control, financial accounting, improvement in working capital management and cost efficiency, business analysis, management information and planning support and efficient utilization of computer systems. You will also be responsible for profit maximization through effective cost control and by following up on the implementation of action plans in strategic areas claimed at achieving the group's objectives in automotive sales, service and related businesses. A proven track record of achievements in these functions is a must. You should also be able to work in multi-national environment and handle multiple assignments. Excellent communication skills, and the ability to effectively deal with various levels of management in the organization are essential.

You should be capable of promotion to the Corporate Controller position and have the ability to manage the finance control function of over 20 businesses in trading, manufacturing, contracting and services area.

You are a C.P.A., C.A. or Cost and Management Accountant, preferably complemented with an MBA, 35 to 40 years old with at least 10 years post qualification relevant financial experience in automotive sales, services, parts and car rental business.

We are offering a very competitive tax free expatriate salary and benefits which include performance related bonus, generous housing allowance, life and medical insurance, paid holidays, airfares and car allowance.

If you match the requirements for this challenging position, please fax or E-Mail your detailed CV. In confidence to:

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**Marketing and Sales Manager - Uzbekistan****Senior Position Excellent Package**

Our client is a household name in soft drinks, committed to building company performance by aggressively developing new emerging markets. As head of Sales and Marketing for our Uzbek JV, your role will be to define and implement an effective sales and marketing strategy for the company, to build new business and promote new products and brands and to travel within Uzbekistan to support regional operations.

This senior position is suitable for candidates who have a proven track record in managing the marketing and sales function in a large company, with a very strong preference for candidates with soft drinks experience. A good level of spoken Russian preferable but not essential.

Please forward a full résumé with covering letter to AC & Partners, Recruitment Consultants, 22 Avenue Eugène Plasky, 1030 Brussels, Belgium. Tel: +322 732 26 40 Fax: +322 732 26 46. All applications will remain strictly confidential.

ACP RECRUITMENT CONSULTANTS

**CUSTOMER LIAISON OFFICER****Precious Metals - £32k**

**R**esponsible for marketing precious metals business with particular emphasis on London, Hong Kong and Australia, you'll need over 10 years experience in the bullion market together with a proven ability to identify and develop a portfolio of customers that will complement our client base. Experience in new product development and in more than one bullion trading zone would be advantageous. You should possess a degree in marketing, have a thorough knowledge of spot, futures and options markets and be SFA registered.

Please apply to PO Box A5299, The Financial Times, 1 Southwark Bridge, London SE1 9HL.

**APPOINTMENTS ADVERTISING**

appears in the UK edition every Monday, Wednesday & Thursday and in the International edition every Friday.

For further information please call:  
Tony Pashier-Croft on +44 0171 872 3455

**CONVERTIBLE BOND ANALYST - LONDON**

An exceptional opportunity for an ambitious numerate graduate within a major global investment bank. An exciting environment in which to work and learn.

**THE PERSON**

- Bright and energetic individual, with an established interest in the equities derivatives markets
- Good first degree, an inquisitive mind and possibly an MBA
- Minimum of 6 months experience in equities, fixed income, forex, or credit areas and some knowledge of convertibles
- A strong IT orientation with experience of Microsoft Office products.

**THE JOB**

- Part of a small global convertible research team analysing, preparing and presenting convertible research
- Valuation, spreadsheet work and writing research whilst working on a sales trading desk
- Opportunity to progress rapidly within dynamic and motivated new team
- Very competitive remuneration package

Please reply enclosing your CV to Miranda Whitmore or Mark Horlock

**R V I**  
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LONDON W1X 9FH  
TEL: 0171 491 1112  
FAX: 0171 409 1052

YAMAHA

**ACCOUNTANCY APPOINTMENTS****MIS Manager Asset Management****Excellent Package****City**

Exceptional opportunity for highly talented professional to apply and manage investment administration MIS process of this major UK asset management company.

**THE COMPANY**

- Investment management arm of prestigious UK banking group. Ambitious growth plans.
- Funds of c. £1 billion under management.
- Extensive range of client worldwide.
- Strong management team committed to developing and maintaining integrity of investment administration systems.

**THE POSITION**

- New role, primarily responsible for the development and implementation of investment administration MIS process.
- Work closely with operational staff, fund managers and regulatory authorities to ensure high quality standards are enhanced and maintained.

Please send full cv, stating salary, ref F5641204, to NBS, 10 Arthur Street, London EC4R 9AY

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Restaurant & Pub

**THRESHERS**  
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**Finance Manager - Germany**

Luton/Germany - £40/50,000 + bonus + car

between the German business and the UK Head Office in Luton. It is anticipated that this role will then develop into a line position in Germany for the new business within twelve months.

Candidates should be either qualified accountants or MBA's who are fluent German speakers and ideally have already lived overseas.

It is essential that the individual can demonstrate a commercial bias to date through investment appraisal, project management, or as a member of a management team, rather than operating in a purely financial role.

The future development plans of the group are such as to be able to offer further career opportunities to a high calibre individual, both in Germany and the UK.

Please send your curriculum vitae with current salary details and an explanation of how you meet these requirements to Carrie Andrews, Ernst & Young Management Resourcing, Rolls House, 7 Rolls Buildings, Fetter Lane, London EC4A 1NH, quoting reference CA0076. Fax number +44 (0) 171 931 1022.

**ERNST & YOUNG**

The United Kingdom firm of Ernst & Young is a member of Ernst & Young International

**Management Reporting Project Manager****Premier Treasury Group****London****To £45,000 + Benefits**

Exciting opportunity to join innovative management information analysis and reporting team. High profile role working with dealers, risk and senior management on redesigning management information systems.

**THE COMPANY**

- Established reputable UK banking group with market capitalisation in excess of £9 billion.
- Extensive treasury operation handling diverse range of products and services.

**THE POSITION**

- Manager in MIS team, leading design and development of replacement management information systems.
- An innovative approach to enhancing work methods.
- Liaison with traders, risk managers, IT and senior management negotiating design requirements and implementing solutions.

Please send full cv, stating salary, ref F5641204, to NBS, 10 Arthur Street, London EC4R 9AY

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**DEPUTY FINANCE DIRECTOR****MAJOR FTSE COMPANY****NORTH****c. £120,000 + BENEFITS**

- Well known plc with significant growth plans.

- A Deputy Finance Director will take responsibility for the day-to-day financial affairs of the business, including financial control, management accounting, tax, treasury and internal audit.

- This position should lead to a board appointment in two to three years.

Please apply in writing quoting reference 1299 with full career and salary details to:  
Keith Adair  
Whitehead Selection Limited  
11 Hill Street, London W1X 0BB  
Tel: 0171 290 3045  
<http://www.glassco.co.uk/whitehead>

**Whitehead**  
SELECTION  
A Glassco Group PLC Company

**FINANCIAL DIRECTOR****ELECTRONICS MANUFACTURING****c. £55,000 + BONUS + BENEFITS****THAMES VALLEY**

- Qualified accountant in their thirties, possibly MBA, with in-depth manufacturing sector experience gained in a large international group. Must be familiar with sophisticated costing techniques, including for new product development.

- Resilient, persuasive team player with sound management and business judgement, excellent communication skills and an analytical approach. Exposure to working overseas, in particular in the US, would be especially advantageous.
- This is a first class opportunity for a highly committed Financial Director capable of playing a full part in the running of an international business. Scope for subsequent progression into general management.

Please apply in writing quoting reference 1299 with full career and salary details to:  
Steve Smith  
Whitehead Selection Limited  
11 Hill Street, London W1X 0BB  
Tel: 0171 290 3045  
<http://www.glassco.co.uk/whitehead>

**Whitehead**  
SELECTION  
A Glassco Group PLC Company

**Internal Auditor - Europe****Delphi****The Position**

The successful candidate will play a key role in co-ordinating the internal control for Hamilton Thermal Systems Division in Europe, across 4 locations (in France, Italy and Poland). Your responsibilities will include:

- Co-ordination of internal controls in each location according to corporate audit requirements and procedures
- Assuring effective communications with the corporate and Delphi Harrison HQ audit organisations
- Reporting to the European Financial Manager and to the Audit Manager located in our US divisional HQ.

**In 31 countries****throughout the world.****Due to our continued****growth in Europe, we****have an immediate****opening in our Technical****Centre in Luxembourg.**

- Advanced command of English and strong report-writing skills
- Other European languages would be an advantage (with a preference for French, Italian, Polish and/or Russian)
- A willingness to travel 50% of the time

**Your Rewards**

The contribution you make will be rewarded with international career prospects and outstanding developmental opportunities. A competitive salary is matched by the benefits expected of a world-class company.

**Next Step**

Send your CV, within 10 days, with details of current salary, to Yvonne O'Reilly, DELPHI Technical Centre, HR Dept., Ave de Luxembourg, L-4940 Esch-sur-Alzette, Luxembourg or use fax no. +352 5018 256. Please quote ref. 95/106. All applications will be treated in the strictest confidence.

**DELPHI**

Harrison Thermal Systems

**SIMPLIFY!**

**KPMG****VP Finance - Middle East and Africa****Cairo based****Attractive salary and benefits**

Our client is synonymous with the best in world-class hotel-keeping and operates more than 160 hotels in almost 50 countries. Their aim is to continue to expand globally in city centre locations, at international airports and in prime resorts identified as key to its customers.

Reporting to the Managing Director for the region on a day to day basis and functionally to the Finance Director in UK, your remit will include overall financial management throughout the region comprising 25 hotels with a turnover of £150m in 1995. You will also be responsible for evaluating performance and capital expenditure proposals and monitoring return on investments as well as having an involvement with new contract negotiations and development opportunities and setting financial control

standards throughout the department and the region's hotels.

Candidates will be chartered accountants or equivalent, aged early 30's to mid 40's, with fluency in English. A knowledge of Arabic will be a distinct advantage. Ideally from a hotel, travel or service industry background, you will have ample experience of working in the Middle East and elsewhere. You will also have high professional standards, presence and confidence, with strong communication and interpersonal skills. In return the position offers an attractive salary and benefits package and longer term, excellent career prospects in the group.

Interested candidates are requested to send comprehensive CV's and salary details, quoting reference F0512 to Tony Saw at KPMG Selection & Search, 1-2 Dorset Rise, Blackfriars, London EC4Y 8AE.

**KPMG Selection & Search**

## GROUP FINANCE DIRECTOR

A new opportunity in ambitious world leading organisation

### North West

Our client has grown dramatically through the pursuit of a highly focused strategy of acquiring and integrating acknowledged industry leaders. They are a leading global provider of industrial and commercial water and wastewater treatment systems and services. They have a total commitment to excellence and a culture which is unstructured, innovative, shirt-sleeves and empowering.

#### THE POSITION

- Reporting to the Vice President of the Company's \$200 million European Group, with a dotted line to the European Vice President, Finance.
- Full functional responsibility for all financial matters, including reporting requirements for the US parent, divisional management accounting, budgets, forecasts and systems development.
- Significant strategic exposure, playing a pivotal role in the management of a complex, highly cost and margin-sensitive business, at a time of considerable change.
- A highly influential and prominent role in a young, exciting and rapidly expanding business.

Interested candidates should write, enclosing full career and current salary details, to the advising consultant, Stephen Banks, at Questor International Limited, 3 Burlington Gardens, London W1X 1LE. Please quote reference 2117. E-mail: Stephen@questorint.com



A Market Pipe Group PLC Company

c £55,000 + Bonus + Car

#### QUALIFICATIONS

- Qualified accountant, preferably ACA, aged at least 30 with strong technical ability coupled with a high degree of business acumen.
- Strong operational and strategic intellect, along with the energy and drive to make things happen.
- Well developed management skills, with the ability to motivate and develop individuals and establish excellent lines of communication across all levels of a global operation.
- Experience of international cultural and business dimensions and a second language would be particularly useful.

To £65,000 package + benefits

## Controller - Planning & Analysis

*Internal promotion has created an opportunity for a high calibre, commercially minded Finance Manager within the recently relocated European head office of Berg Electronics, an \$800 million turnover corporation, a major manufacturer of electronic connectors and related assemblies supplied to major computing and telecom OEMs.*

#### THE ROLE

- Supporting the European Group FD and board members by providing a first-class budgeting, forecasting and performance review service with responsibility for controlling the financial performance of the business.
- Developing management reporting systems to support the growth and development of the business, working alongside Country Controllers to ensure tight and well-documented planning and management reporting focused on the needs of operations.
- Analysing and assessing corporate development opportunities, including acquisitions, and progressively undertaking strategic reviews of operating company performance.

#### THE QUALIFICATIONS

- Ambitious and proactive qualified Accountant, aged early 30s+ with excellent financial analysis, costing and management reporting skills gained in a fast-moving American manufacturing business. Prior line experience highly advantageous.
- Perceptive analyst with strong commercial orientation. Dedicated team player with drive and energy, willing to use initiative.
- Adapt communicator and negotiator, able to motivate and challenge peer group. Effective and confident at board level and capable of progressing into a senior line role in due course.

London 0113 220 7774  
London 0171 296 3333  
Manchester 0161 495 1209

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Spencer Stuart

Please reply with full details to:  
Selector Europe, Ref. 18947126,  
16 Commercial Place,  
London EC2N 3ED

## HEAD OF FINANCE & ADMINISTRATION

Healthcare East of London c.£45,000 + car

This challenging career opportunity is within the UK subsidiary of a long-established European group, which is an acknowledged market leader enjoying an enviable reputation for innovation and product quality. You will be responsible to the International Controller, based on the Continent, for the management of the UK finance, HR, IT, secretarial and administrative functions.

#### The role

- contribute significantly to the development and implementation of strategies, plans and tactics to optimise growth and profitability
- produce, monitor and control short- and longer-term plans and budgets provide succinct, pertinent reports
- spearhead, foster and encourage the development of a co-operative, homogeneous international group culture
- continually develop and enhance management information and control systems and services.

Please send full cv to Mike Stockford, Executive Search and Selection, Ref: 10702/MSFT, PA Consulting Group, 123 Buckingham Palace Road, London SW1W 9SR.

Offices:  
London (0171) 730 9000  
Birmingham (0121) 454 5781

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Glasgow (0141) 221 3864  
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## Business Controller Hi-Tech

to £40,000  
+ CAR  
BUCKINGHAMSHIRE

Do you control a business which is growing at 25% per year, in a market where demand is growing even faster? With revenues approaching £400m, this company continues just that and is still able to satisfy the demand in terms of research and development of new products and improving existing ones. In their quest for higher and higher levels of quality, they are looking for a controller who can demonstrate a high level of quality. Their products are used in a wide range of industries throughout the European

In this role, the controller will be required to manage the financial accounting, cash flow, budgeting and forecasting, and to maintain a high level of communication with the business units. The controller will also be responsible for the commercial planning, will assume responsibility for the commercial support function to the Vice-President Sales and the Sales Director, working closely with them on issues such as sales plans, forecasting, margin improvement and cost control.

Throughout it will be essential to ascertain and address the information requirements of Sales Groups, on revenues, margins and expenses, to develop key performance indicators by product, channel, and country and communicate at all levels. In short, be a full business partner to the Sales organisation.

A qualified accountant, with at least 5 years financial analysis exposure in a Sales and Marketing environment, you will possess the strength of character to introduce tight cost control quickly, and to use your business acumen effectively in making a full contribution to the commercial success of the organisation. Your drive and positive attitude, coupled with attention to detail in a fast moving environment will soon be appreciated by your colleagues in the Sales function.

Interested candidates should write promptly to:  
Mark Rowley at Herst Austin Rowley,  
30 St George Street,  
London W1R 9EA,  
enclosing a full Curriculum Vitae and quoting ref HAK767.  
Fax: 0171 409 7872.  
Email:

her@globalnet.co.uk  
Part of the Harrison Willis Group

HERST AUSTIN ROWLEY

INAC Accountants

## Systems Accounting Manager

From £35,000 + benefits

A leading international energy business, our client has a vacancy for a systems accounting manager to head its development accounting team.

This is a senior role, responsible for managing and facilitating the provision, maintenance and development of core financial systems throughout the business. It will involve working in partnership with IS service providers and monitoring services provided for efficiency and effectiveness, in line with the business need.

Supporting the finance teams within each of the individual business streams, you will develop their use of the accounting systems and applications providing a customer focused approach. You will promote best practice and ensure effective utilisation of the system to meet business goals, which will include providing user training.

Our client will look to you to manage the implementation of upgrades, changes and new implementations to their core financial systems. You will keep up-to-date with developments in accounting systems, policies and relevant IS area in

order to ensure that all financial systems meet the business needs and will be best placed to take advantage of new developments that would add value to the business process.

A qualified accountant, with a thorough knowledge of UOLAS or a similar accounting package, you will have at least two years' experience in managing the provision of accounting systems and possess excellent interpersonal and communication skills. You will have demonstrated effective teamwork, customer focused support as well as contract and project management. Experience of oil and gas accounting in an international oil would be a distinct advantage. In return, our client can offer excellent opportunities and scope for development within the company.

To apply, please write with your CV, to: BNB Response Services, 1st Floor, Wellington House, Queensmead, Slough, Berkshire SL1 1DB, quoting reference 254A. Closing date: 16 December 1996.

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BARKERS

## Major Investment Management Group

### Financial Management Opportunities

### Excellent Remuneration Packages

The investment management business is seen as an integral part of a well-known global financial services group. It has consistently demonstrated an enviable track record in terms of the growth of funds under management and the quality of its investment returns for its investors using a range of conservative and aggressive products. The business is currently in the final phase of a strategically important phase of its development and its current position in the market is unique, allowing it to diversify its

An integral part of the group's continued success and expansion is the need for additional staff in the financial management and operations and in the major investment management areas.

Newly-created positions have been identified for highly qualified and experienced finance professionals.

#### Property Accountant

You will nurture and develop strong relationships with the property managers, cost centre controllers, property accountants and other relevant staff hence your ability to communicate, analyse and evaluate financial data of paramount importance. Your task is to produce a range of management accounts and projections within the property portfolio. Also, to provide financial input into a range of issues relating to the business, including prospective financial statements and acquisition of new properties.

#### Internal Control Manager (Ref: HAK91)

This is a critical and high profile role within the Group and demands a high level of responsibility. This position offers a range of consultancy services to the Group's specific areas of responsibility including ensuring and demonstrating a sound internal control system and input into a range of system development projects. Reporting to the Financial Director and leading a small professional team, you must ensure that your skills are fully developed to undertake a range of projects covering the entire investment portfolio and promote your work programme, based on the potential risk of the coming year. Coupled with your technical expertise, you will possess drive and commitment and the ability to work to high standards in a demanding yet rewarding culture.

Progress in both roles will be limited only by your ability and drive. You will be suitably qualified having graduated and trained in a quality firm and be conversant with a range of accounting software packages in your present role. Both positions require a high level of intellect combined with a strong sense of commercial and entrepreneurial business flair and excellent interpersonal skills.

Interested candidates should write to:  
Mark Rowley or Charles Austin at: Herst Austin Rowley,  
30 St George Street, London W1R 9EA,  
enclosing a full Curriculum Vitae and quoting the respective reference. Fax: 0171 409 7872.  
Email:

her@globalnet.co.uk  
Part of the Harrison Willis Group

HERST AUSTIN ROWLEY

INAC Accountants

### London

This young, high profile and dynamic City-based law firm has grown dramatically since its inception and is now recognised as a leading firm in its areas of expertise. It has a superb reputation for its competitiveness, focus, and the ability to deliver creative quality solutions to its clients.

The partnership seeks a Finance Director who will become part of a highly focused senior management team, and give the Partners strategic guidance and practical support to further improve the overall performance and profitability of the business.

The successful candidate will take an active part not only in developing and executing financial strategy, but day to day management of the firm.

In order to establish yourself in this role, you will need a robust, mature approach, and an authoritative and persuasive style. You should be a graduate

c. £120,000

chartered accountant, able to demonstrate an exceptional track record, in a blue-chip service organisation. You should also have wide experience of both instigating and managing change. Strong communication skills, an understanding of working in a professional partnership and the ability to earn and retain the respect of both partners and staff are vital.

If you are equal to this demanding role, please send a CV, together with your current salary package quoting reference 3940 to Bruce McKay, Deloitte & Touche Consulting Group, Stonecutter Court, 1 Stonecutter Street, London EC4A 4TR.

Deloitte & Touche Consulting Group

HONDA

## European Accountant

£35-38,000 package  
Berkshire

Honda is a name synonymous with quality and innovation. The European Head Office based in Reading is responsible for the strategic planning, co-ordination and support for the 23 European subsidiaries.

Reporting to Senior Executives and working closely with the Managers in each country the role is key within the organisation. Specifically you will be responsible for:

- Analysing and reporting to senior management on all European financial results.
- Creating and driving forward a project to reduce monthly reporting deadlines from 15 to 10 days. This will involve troubleshooting within Europe.
- Assisting with the implementation of a new bespoke finance system throughout all European subsidiaries and providing post-implementation support to users.
- Providing assistance to subsidiaries on all finance issues.

The role, out of necessity, will involve an element of foreign travel.

A qualified accountant (age 20s+), you will possess financial and commercial experience gained in industry. Ideally, this will include multi-currency accounting, consolidations and financial analysis experience. In addition, system skills and previous international exposure

would be an advantage. As this is a wide ranging role within a pan-European organisation, individuals must be sensitive to different cultures and have superior communication and inter-personal skills.

You will need tenacity and drive; the ability to work under your own initiative is a pre-requisite. Candidates must be able to contribute within a lively team of multi-national professionals, steering change with tact and diplomacy. This role represents a unique opportunity to shoulder a truly pan-European brief.

Interested candidates should write to:  
Neal Utting, enclosing a full CV and remuneration details at Harrison Willis, 15 Station Road, Reading, Berkshire RG1 1LG, Fax: 01734 693331.

HARRISON WILLIS

ANAGEMENT CONSULTANTS  
Part of the Harrison Willis Group

Group Financial Controller  
Market Leading Plc  
to £50,000 + CAR + BENEFITS  
LONDON

JANICE LINDSAY

## Analysis

**Price Waterhouse**  
EXECUTIVE SEARCH & SELECTION

## Group Financial Controller

In a new era of change, shape the future

c.£60,000 + car + benefits London

### About Us

A diversified and international UK group, focusing mainly in the engineering and services sectors with an annual turnover of some £1 billion.

Developments are planned within the group: to streamline operations, increase profitability and focus on our core business areas. The Group Finance function will play an integral and leading role in this process.

### The Role

This is a new position for a tenacious and ambitious individual to help advance the Group Finance function through a time of change.

Your essential task will be to deliver effective financial management and provide the necessary financial information for top level decision making. Essentially this will include annual budgets, monthly management information, forecasts, cash flow statements and long term strategy.

Working in support of the Group Financial Director, a key factor of the role will be the creation and maintenance of inter-company relationships with divisional and subsidiary Finance Directors and other key personnel. An effective presence, combined with the ability to exercise a diplomatic approach is therefore essential.

### What we are looking for

A qualified accountant (ACA, ACCA or CIMA) and proven financial manager. You must have experience of establishing and enhancing internal financial control procedures and systems, including creating Group accounting manuals. Other prerequisites include experience of statutory and computerised accounts.

Ideally your experience will have been gained in an international, diversified engineering or services organisation. Involvement at the Group level will be a distinct advantage, however we will also consider Finance Controllers or Directors who have operated within large subsidiaries.

The excellent salary is complemented by a company car, pension and share option scheme; not to mention the chance to move your career up a gear and make your mark at this important stage in the Group's development. If you feel you can match these requirements, please write to our advising consultant, Gavin Burgess, enclosing a detailed CV and quoting reference F/1707. Alternatively, you can telephone him on 0171 939 3446 for an informal and confidential discussion.

Executive Search & Selection,  
Price Waterhouse Management Consulting Ltd.,  
Southwark Towers, 32 London Bridge Street,  
London SE1 9SY.  
Fax: 0171 378 0647

Opportunities such as this are rare, and so are the people who could meet the challenge.

## FINANCIAL CONTROLLER for a major new investment bank

c.£50k basic + City bonus + benefits - City

As a result of a strategic transaction between two major financial services providers earlier this year, a new investment bank is shortly to commence business, operating from a position of impressive strength. The bank will immediately be a powerful force in the investor services industry, particularly in global custody and related products.

The search is now underway for a dynamic and highly skilled professional to take up the role of Financial Controller. This will be a chartered accountant, ideally with a 'Big Six' background, who has developed a detailed knowledge of the regulatory environment and would welcome the challenge of hands-on management in this exciting new venture.

Your brief will be not just to control but to add value to all financial reporting. You will be the key figure in the bank's day to day relationship with the Bank of England as its lead regulator, and a major influence in high level negotiations. You must be prepared to accept responsibility for the Statutory Accounts and the relationships with internal and external auditors. To succeed, you will need to provide leadership to a small but rapidly growing team, and be capable of driving the

business forward whilst managing a programme of change. The ability to grasp macro and micro issues will also be critical.

A 'ground floor' opportunity such as this is rare indeed, and the successful candidate will require character, confidence and credibility in equal measure. At least five years' relevant post-qualification experience is essential, along with an energetic approach and an innovative mind.

An excellent package will be offered, whilst the long-term career prospects speak for themselves.

If you feel you have the credentials and the aspirations for the challenge, please send a detailed CV and covering letter, including details of your current remuneration, to: Alastair Lyon, Confidential Reply Handling Service, Associates in Advertising, 5 St John's Lane, London EC1M 4BH. Please quote ref: 592.

*Applications will only be sent to this client. However, please indicate any company to which your details should not be sent.*

*Associates in ADVERTISING*

Canadian Occidental Petroleum Ltd. is a global energy and chemicals corporation with production in Canada, United States, Yemen, the North Sea and Latin America. We are expanding the operations of our International Division - Canadian Petroleum International Resources Ltd. into North Africa and are seeking a dynamic individual for establishing our local presence and positioning ourselves for continued growth in North Africa.

## FINANCE AND ADMINISTRATION MANAGER - NORTH AFRICA

As Finance and Administration Manager in our office in North Africa, your initiative, excellent communication skills, broad business background, and experience with business startup combined with your extensive oil industry experience in financial and administrative functions will be applied in the set up and management of a tightly controlled local office. You will be responsible for ensuring that local payroll, statutory reporting and tax obligations are met as well as training local staff for administration of the office. Your cultural sensitivity will enable you to effectively liaise with local officials in the initiation and growth of our operations in country.

To qualify, you must possess a Finance or Business Administration degree, accounting designation, a minimum of 15 years' oil and gas industry experience in accounting and administrative functions, and be well versed in the use of financial software applications. Experience working abroad and a second language would be definite assets.

Canadian Petroleum International Resources Ltd. offers a competitive compensation and benefits package. Please send your resume, in confidence, by December 12, 1996 to:

Fay Diproso, International Human Resources, Canadian Petroleum International Ltd., Mallard Court, Market Square, Staines, Middlesex, TW18 4RL.

No agencies or telephone inquiries.  
Only resumes of candidates being considered will be acknowledged.



## Group Financial Controller Market Leading Plc

to £50,000  
+ CAR + BENEFITS  
LONDON

Delphi Group Plc provides its customers with a range of solutions for their information technology needs. In addition to being market leaders in the United Kingdom for the provision of IT professionals on assignment, the Group has established significant businesses in the United States and Continental Europe. Growth has been achieved organically and by acquisition through a committed management team who are dedicated and motivated to ensure the continued success of the business over the last year of over 1000 staff.

With further acquisitions planned, the Group has identified the need to appoint a talented Financial Controller who will manage financial control and reporting for the Group Financial Director. As a key member of management you will provide sound financial leadership ensuring that the function is effectively managed and analysed, evaluating opportunities to ensure that set objectives and strategies are followed and play an active role in the Group's development.

The successful candidate will be a young graduate accountant who can demonstrate a minimum of two years success in running a forward looking finance function. Exposure to US reporting and cross-line business issues is required as is the ability to manage and develop a number of on-going high level projects in a dynamic environment. This is a high profile newly created role offering first class career opportunities in a business dedicated to quality and growth.

Interested candidates should write promptly to Mark Rowley or Michael Herst at: Herst Austin Rowley, 30 St. George Street, London W1R 9FA, enclosing a full Curriculum Vitae quoting ref HAR431. Fax: 0171 409 7872. Email: [hars@gbnet.co.uk](mailto:hars@gbnet.co.uk).

HERST AUSTIN  
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## GRADUATE TRAINEE SCHEME

The Pearson Information Division has opportunities based in London for talented 1996/97 graduates with good degrees - in these areas:

- Business Management
- Newspaper Journalism
- Financial NewsWire Journalism
- IT



FINANCIAL TIMES  
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Pearson plc is a major international provider of media content known for its distinctive range of products that deliver information, education and entertainment. In the UK its Information Division comprises *The Financial Times*, *FT Information*, and *Pearson Professional*. If you can demonstrate clear, imaginative thinking, good interpersonal skills and the practical determination to get things done, then we would like to hear from you.

We are offering a structured training programme, plenty of hands-on experience and a salary of £17,000 pa. If you join us in September 1997 you can look forward to a challenging and rewarding start to your career. Please telephone Sarah Hopkins on 0171 873 4792 or e-mail [sarah.hopkins@ft.com](mailto:sarah.hopkins@ft.com) for an information pack and application form. All applications must be received by 31 January 1997.

The Financial Times  
Number One Southwark Bridge, London SE1 9HL



A Pearson Company

## APPOINTMENTS ADVERTISING

appears in the UK edition  
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JULIA COLE

# TURKEY: INVESTMENT AND FINANCE

## Set on the east-west divide

The EU customs union is opening Turkey's first Islamist prime minister to a broader world, writes John Barham

**T**urkey has always struggled with an identity crisis. It faces both east and west. It is torn between the archaic and the modern. Two events this year have deepened this ambivalence.

In January, the customs union with the European Union came into force, essentially making Turkey part of the single European market. Linking it more firmly to the west and exposing it to the full force of international capitalism.

Then in July, Mr Necmettin Erbakan took power as modern Turkey's first Islamist prime minister. Although he has not tried dismantling the secular state, his rise is proof that a growing number of Turks reject the established political system and fear an increasingly internationalised economy.

In a sense, it scarcely matters who runs Turkey. Conservatives, socialists and now Islamists have all had their turn over the years and all have shown they are as incompetent as each other.

Their ineptitude is reflected in chronic inflation, rising unemployment, deepening inequality and low education standards.

Big business has had enough. Mr Haksu Komil the head of Tusasid, the employers' association, says: "What we want are sweeping changes in the country's politics. We need deep-rooted changes to be able to wake up from this nightmare. Only by society participating in the political process can

we end this nightmare." Mr Erol Sabanci, a member of one of Turkey's wealthiest industrial families, warns "income distribution is getting out of balance. Inflation, which brings social unrest, is stuck at 80-85 per cent a year. If the economy is not on the right track we will not have adequate schools, hospitals, roads, harbours. I like to live in a country where inflation is low, where [there is] security, so distribution of wealth should be more favourable. But it is getting worse."

Their pessimism is surprising. Turkey is enjoying its second year of strong investment-led expansion. Akbank, Turkey's biggest private bank which Mr Sabanci owns and runs, is raking in big profits. Besides, the private sector is healthy. It is the sickly public sector that is holding Turkey back.

Yet an Istanbul banker says: "It is an illusion to say [the public sector's problems] will not affect my business. Until there is action on reform there is a limit to the deals you can do."

Volatility, political uncertainty and high interest rates stunt growth and investment. Turkey's investment rate has averaged 26 per cent of GDP over the last ten years, similar to many developing countries, but much less than Asia's 'Tiger economies' which Turkey must compete with. Furthermore, inward investment has rarely exceeded \$1bn a year, small change by inter-

national standards.

Mr Cem Duma, a former top diplomat turned business lobbyist says: "Turkey gives the impression of a country less and less able to solve its problems, in foreign policy, domestic politics or the economy. Customs union alone is insufficient to bring a quantum increase of capital flows."

Growth has averaged just 4 per cent between 1990-95, a mediocre performance given population growth of just under 2 per cent. Public finances are collapsing - interest payments on the government's debts will probably consume nearly two thirds of revenues next year - and with them the state's ability to provide basic services. Blackouts have become a feature of daily life. On another level, schools provide pupils with little more than basic literacy and numeracy.

The economy is not creating enough jobs - urban unemployment is worsening, particularly among the young. Society is becoming divided between haves and have-nots and between secularists and Islamists.

Mr Selim Oktar, general manager of Strateji-MORI, a polling company, worries about deteriorating social trends. He says alienation is growing, and with it an appetite for radical politics.

He reckons that about 40 per cent of the population has Islamist values (although Mr Erbakan's Refah party does not win all their votes). Sympathy for political Islam rises as the quality of education declines, wages fail to keep up with inflation and disgust at the decadence of the corrupt secular state深ens.

Disturbing evidence of links between government politicians, the security establishment and right-wing gangsters began emerg-

ing after a car crashed last month carrying a wanted underworld leader, a police chief and an MP from the centre-right True Path party, the governing coalition's junior partner. Only the MP survived. He made no effort to hide his friendship with the gangster. He told a TV interviewer: "I loved him like a big brother."

It is very easy to get carried away with bad news in Turkey. Yet the country's resilience is almost miraculous, muddling through the most daunting problems. Businesses shrug at warnings of an impending balance of payments crisis, a financial market collapse or a surge of inflation as the government liquidates its mountain of local debt with a burst of monetisation.

Turkey's large, growing informal sector gives tremendous flexibility, enabling it to ride out a deep recession in 1994 with relatively

little social trauma. Depressing official statistics on wages, employment, investment, productivity, even the balance of trade, are misleading. Turkey is not a wealthy country, but neither is it a basket case.

International companies cannot afford to ignore Turkey. Most of the world's multinationals already have a presence. It has a young, urbanising population of over 60m. Five Asian car makers are either planning or already building factories in Turkey. Carrefour, the French retail giant, plans to open 42 hypermarkets over the next ten years.

Penetration rates for consumer products ranging from credit cards or washing machines are well below European levels, indicating great potential demand. It is located at the crossroads of Europe, the Middle East and central Asia. Istanbul is trying to set itself up as a flow of ideas and information.

regional financial centre.

And there are those who think Turkey's chronic political instability will soon be a thing of the past. Mr Mehmet Kutman, chairman of Global securities a big Istanbul brokerage, says "the political situation is better now. At least now we have a government and a party which needs to prove itself. Unless Erbakan moves to the centre-right he cannot increase his share of votes. I do not believe they are looking to change the country. There is no threat to secularism under Refah."

He claims Turkey's high real interest rates will fall as political risk declines, sustaining this year's investment-led growth.

Crucially, Refah has done nothing to sever ties with the west or scrap the customs union, although it attacked the EU as a "Christian club" while in opposition and promised to set up a competing Islamic common market. The union, allowing industrial goods to pass freely between Turkey and the EU, is likely to prove a potent force for modernisation. It fully opens Turkey's home markets to international competition.

Companies will either have to shape up, sell out or go to the wall. Turkey's flabby conglomerates will be forced to focus operations more tightly. This will be a wrenching exercise, which will doubtless cause great social and political stress. But it should also create opportunities for new entrants either from outside Turkey or for homegrown entrepreneurs.

Turkey has had to adopt EU legislation affecting virtually every aspect of business life. Full enforcement of EU codes will not come overnight, but state aid, cartels, trademark piracy can and will be successfully challenged in the courts.

Open markets will gradually impose greater discipline on Turkey's unruly economy. Finally, and perhaps most crucially, trade should help Turkey sustain its links to the west. Free trade invariably brings a flow of ideas and information.

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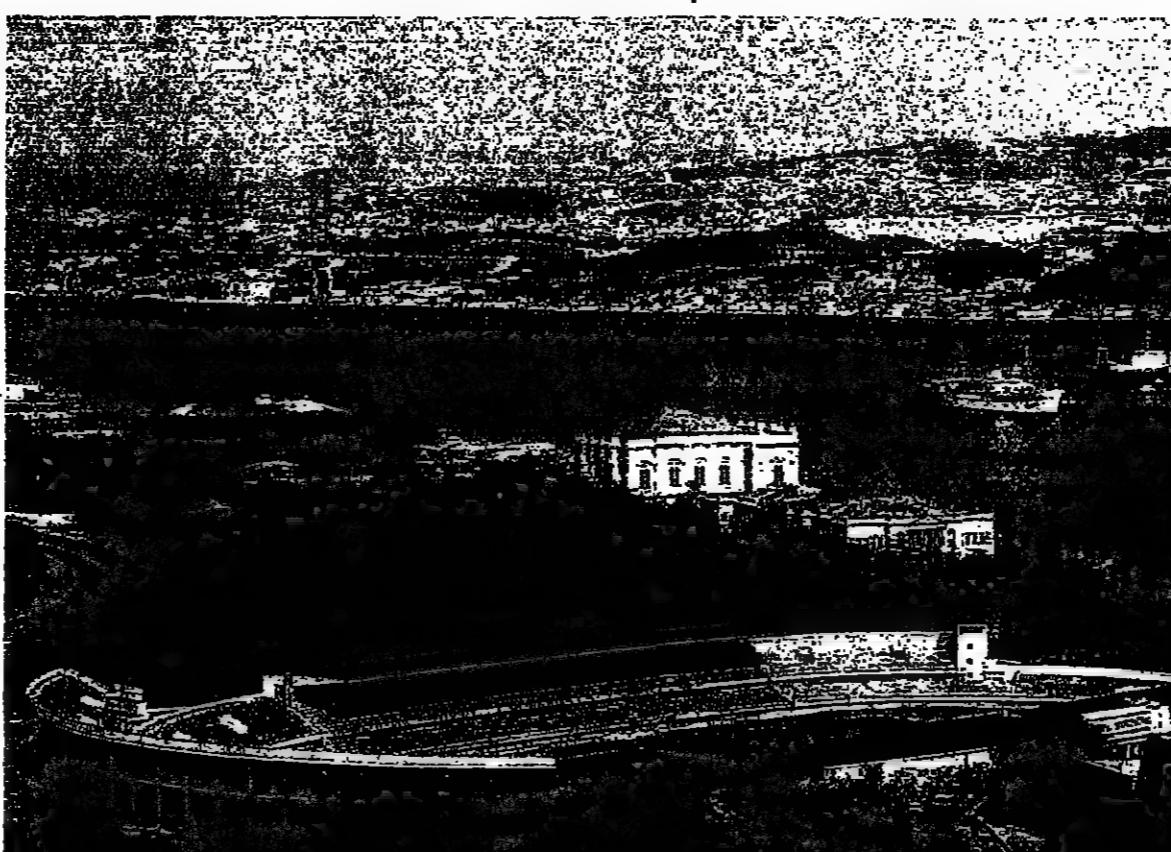
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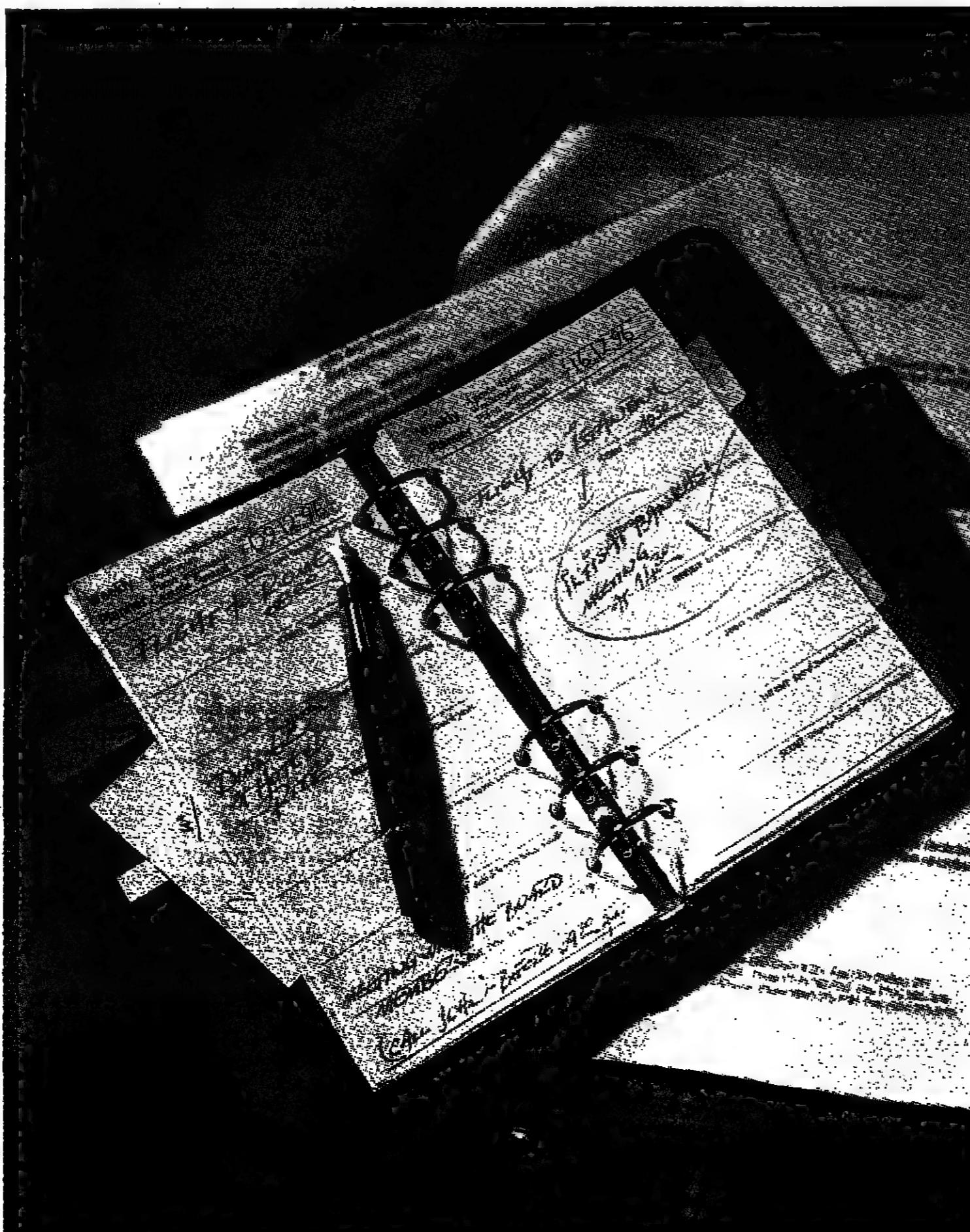
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The Bosphorus the waterway separating the Turkey of Europe from the east; and the channel to the central Asian republics Mr Norman



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## II TURKEY: INVESTMENT AND FINANCE

**■ Politics:** by John Barham

# Better than business first feared

**Coalition splits and conflicting policies seem to promise a period of uncertainty**

After five months in power, Mr Necmettin Erbakan, the firebreathing leader of the Islamist Refah party has achieved nothing – to the relief of the business establishment and the dismay of his followers.

Mr Erbakan is locked in a power-sharing alliance with the centre-right True Path party. His few overtly Islamist initiatives have mainly been ill-starred visits to pariah states such as Iran, Libya and Nigeria.

His pronouncements on economic policy vary from the baffling to the laughable. But he has not indulged in a populist free-for-all or set about dismantling the capitalist, secular state as analysts feared.

The business world is beginning to see him as a pragmatist, not a raving fundamentalist. Some commentators even see him in power until mid-1998 when he is supposed to hand power to Mrs Tansu Ciller, True Path leader. Indeed, there is relief that Mr Erbakan has brought a semblance of direction to a country adrift since early 1995 when Mrs Ciller's previous government began breaking up.

Some financial market analysts say Refah ministers, generally less corrupt than mainstream politicians, are proving more effective decision-makers. Refah has



Tense coalition: Necmettin Erbakan, the Islamist prime minister, at prayer and his rival, the pro-western, secularist Tansu Ciller, deputy prime minister and leader of the True Path party

built up a reputation for efficiency in the cities – including Istanbul – it runs, and wants to replicate this on a national level by improving infrastructure and basic services.

It might even carry out pro-business policies, such as privatisation, to please its voters among the owners of small and medium companies and the traders of central Anatolia.

Exposure to the outside world may also be helping. In August, Mr Erbakan visited Iran and south-east Asian countries, including Moslem Malaysia and Indonesia. A businessman says: "The Refah people saw countries that were successful like Malaysia and Indonesia, but were shocked by the poverty and disorganisation in Iran."

Members of an Interna-

tional Monetary Fund delegation which visited Turkey in October spoke of "building bridges to Refah". Mr Erbakan vilified the fund when in opposition, but is more conciliatory now.

The army, that bastion of secularism, has kept Refah in check. It made Mr Erbakan agree to a second military agreement with Israel. He even signed a decree purging suspected fundamentalist officers from the army. Security hardliners made Refah backtrack on promises to grant limited autonomy to Kurds in the south-east, where a bitter separatist conflict rumbles on.

Some analysts argue Refah will expel its fanatics and try broadening its electoral base by moving to the centre. It took only 21.4 per cent of the vote in last December's election. Mr Erbakan says the ideals of Kemal Ataturk, founder of the secular republic, "remain our guide".

Markets are accepting lower political risk premiums, which should help lower inflation and give the government more time to sort out the economy.

Turkey needs strong leadership to reform the economy. But Mr Erbakan's team understand little about how markets work. Policy announcements are bizarre, such as plans to launch a new currency, the "Islamic

A large and growing por-

tion of the population is marginalised. Mr Selim Oktar, general manager of Strateji Mavi, a polling company, says these poor, ignorant people have no faith in the established order. He warns: "They want Refah to be more radical. They see that the system is not working for them, that it is corrupting and they want an alternative."

The secular elite believes the government will fail. Many are pleased because Refah would be discredited as a viable alternative to established parties. However, these have produced no credible leaders of their own. If the government is weak and divided, the opposition is even more so. The inept Mr Mesut Yilmaz, leader of the opposition conservative Motherland party, has become a laughing stock. The left is split between two parties.

Tormented by a dysfunctional economy, lacking leadership from the secularist camp and feeling spurned by the west, it is hardly surprising that Turks should turn against the established order. Yet Refah's vision of a just society is riddled with inconsistencies and contradictions. And Refah is proving just as incompetent as its secularist predecessors.

Turkey is further than ever from a consensus on how to build a stable and equitable modern society.

## PROFILE Efe

# Knowing uncertainty

**The strategy is to expand and diversify, backed by foreign investment**

**There is one thing Mr Ilker Keremoglu thinks he can do better than his international competitors, it is understanding and coping with uncertainty.**

**Mr Mesut Yilmaz, leader of the opposition conservative Motherland party, has become a laughing stock. The left is split between two parties.**

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**instability is nothing unusual for us. Inflation of 80 or 100 per cent does not make much difference either way. We have developed skills of flexibility, adapting to changing circumstances very quickly."**

**Management consultants would probably have advised Efe to diversify into safer, mature markets. It is understanding and coping with uncertainty. Mr Keremoglu is vice-president of Efe Pilsen, Turkey's biggest brewery. Efe is a midget compared to European and US beer giants, but it may be ahead of them in Russia, one of the world's last great unopened beer markets.**

**Efe is investing \$10m to build a state-of-the-art brewery in Moscow in alliance with the city's town hall. It will be Russia's largest brewery when it becomes fully operational in 1998.**

**Mr Keremoglu reckons Efe's growth in Turkey, one of the world's least stable markets, and experience in exporting to the former Soviet bloc for years give it an edge over competitors.**

**He says: "We are able to understand the people better than westerners."**

**Business in Turkey has taught him to cope with the unexpected: "Political instability, economic**

**However, analysts criticise Efe for having**

**built too much capacity in Turkey, a market with limited growth potential, and expect its relationship with Coca-Cola to yield rewards only gradually, although it could benefit from partnership deals with international breweries targeting the Turkish market. Mr Keremoglu hopes expansion and diversification will raise annual sales to \$1bn by 2000 from \$307.9m now, with half the revenues coming from overseas. Efe's parent company, Anadolu Endustri Holding, is itself diversifying more into the car and office equipment industries.**

**Efe has developed sophisticated, by local standards, financial systems to support its foreign investments and share risk. After Efe has set up a project it sells stakes in the operation to foreign institutional investors at a premium.**

**Admittedly, Efe took one "safe" decision by buying a one-third stake in Coca-Cola's wholly-owned Turkish bottling and distribution company. Mr Keremoglu will not give figures, but says Coke consumption in Turkey is growing at "double digit rates" – much more than the growth in beer consumption. The deal also reduces the company's reliance on beer, now that Turkey has an Islamist-led government that abhors alcohol.**

**These operations are insured for political risk by the World Bank's MIGA foreign investment guarantees scheme, leaving Efe to handle the commercial risks.**

**John Barham**

Social

**■ Customs union:** by David Tonge

# The honeymoon quest

**Consumers may have benefited, but small companies complain of terms**

**Eleven months into the customs union with the European Union and both sides are asking what happened to the honeymoon.**

**For Europe, it has been a period of disappointment at the failure of Turkey to make the advances in human rights and democratisation promised in 1986 and of concern at the quality of Turkey's economic management.**

**For Turkey, the EU's commitments to improved political dialogue and increased aid flows have been overtaken by confrontation with Greece over the Aegean and Cyprus. To Ankara, the EU has appeared to tilt towards Greece, not least with the Florence Council declaration of EU solidarity with Greece, inviting Turkey to submit the Aegean dispute to the International Court of Justice at the Hague. This decision was Greece's price for allowing disbursement of the Ecus 6.5bn grants and Ecus 3.5bn loans available from 1986 to 12 non-EU Mediterranean countries under the Mediterranean Development Assistance Programme (Med).**

**Greece continues to block some EU aid programmes. In addition, the European Parliament is criticising all EU aid to Turkey not linked to improved human rights and democratisation, a stand to which the European Commission has to pay increasing attention.**

**These problems have caused strong reactions in Turkey. "We cannot excuse the way that Europe is failing to honour the promises made to Turkey because of its own internal problems and failing to show the necessary efforts to overcome these," says Mr Meral Gergin Ersoy, president of Iktisadi Kalkinma Vakfi, which co-ordinates the Turkish private sector's policies on Europe.**

**Headlines on these have diverted attention from the solid progress made in implementing the customs union in aid and trade. In 1996, Turkey signed contracts for Ecus 5.5bn of European aid, mainly for environmental and infrastructure projects.**

**In total, it is currently eligible for programmes totalling \$1.5bn by the year 2000. And the trade side of the customs union has been flourishing.**

**Mr Michael Lake, the EU ambassador to Turkey, says: "Our estimates show that Turkey will be the EU's seventh-largest trading partner in 1996, ahead of Poland and just behind Russia." He forecasts that the EU's share of Turkey's imports will rise from 47 per cent to 52 per cent and the EU's share of Turkey's exports from 51 to 52 per cent.**

**This implies a one-fifth**

**tions being made harsher. The EU is trying to assist here with programmes to support small and medium enterprises (SMEs). "We are busy setting up a regional information network," says Mr Lake. "We have opened three public information relays already, in Gaziantep, Diyarbakir and Izmir, and by the end of the year we hope to have opened also in Kayseri, Bursa, Trabzon, Denizli and Mersin, and even a small voluntary office in Iskenderun."**

**It is the SMEs which supply the bedrock of support for Turkey's ruling pro-Islamic Recep party. Before coming to office, this opposed Turkey's membership of the customs union. Now, despite the problems of the SMEs, it is taking a softer line. This also reflects increasing acceptance that customs union is an opportunity not a panacea and that it makes more urgent the need for proper economic management.**

**"High inflation and changes in Turkey's foreign exchange rates mean that Turkey has not been able to benefit fully from customs union," according to Mr Hassan Cozal, member of the board of the Bilkentli Businessmen's Association in Ankara. However, partisans call for a renegotiation of the terms of the customs union have still not been stilled. Each month with a growing trade gap adds to their support.**

**Customs union may have been good for the Turkish consumer, but many small Turkish companies are complaining of market condi-**

**itions, concerted action, overall awareness, mutual understanding and the desire for co-operation from other parties."**

**However, some changes in the pattern of investment can already be seen. A few multinationals with manufacturing facilities in Europe now prefer to supply Turkey from these, not least in consumer goods. But a more general pattern has been for the larger European companies such as AEG, Bosch and Electrolux to increase the priority they give to Turkey and its market of 60m. And for the larger US and Japanese companies to treat it as a base both for Europe and the new markets of central Asia.**

**General Motors, Toyota, Honda and Mazda are all present in the vehicles sector and companies ranging from Chase Manhattan to Coca-Cola now run both national and regional offices out of Istanbul.**

**Customs union may have been good for the Turkish consumer, but many small Turkish companies are complaining of market condi-**

**This announcement appears as a matter of record only.**

November 1996

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## IV TURKEY: INVESTMENT AND FINANCE

**■ Infrastructure:** by John Barham

# From bad to worse

The opportunities are there but investors are wary of build-operate regulations

Traffic jams, water shortages, power cuts, congested telephone lines, bad roads, housing shortages: Turkey's infrastructure is bad and rapidly getting worse. The government's investment budget has dwindled over the years, instead of increasing to meet the needs of a growing, urbanising population.

The government has not met its electricity investment targets once since 1990. Officials say Turkey needs to invest about \$2bn-\$3bn a year to meet demand growing by 8-11 per cent a year. However, last year it invested only \$726m. Power cuts have become a feature of daily life in many big cities.

The government is even importing electricity from Bulgaria and Georgia. It is reopening three obsolescent power stations along the Mediterranean and Aegean coast. Courts closed them because the east European-designed lignite-burning

plants threaten the local environment and tourist beauty spots.

Companies have begun installing their own power systems to provide electricity for their factories and selling excess production to TEAS, the state electricity company. These plants now provide about one per cent of Turkey's electricity but are hardly the solution to the country's power shortages.

A powerful nationalist statist establishment in the bureaucracy, courts and parliament has steadfastly resisted allowing private, particularly foreign investment, in infrastructure.

Although private operators could overcome the worst infrastructure bottlenecks relatively quickly given the chance, Ankara fears losing control over key segments of the economy - and the political patronage which it confers.

Opponents have used the courts to block the government's build-operate-transfer (BOT) scheme designed to attract private finance to infrastructure projects. Although courts have approved 18 such projects, only four have begun construction.

Construction, the largest of which is the \$1.3bn, 672MW Birecik hydroelectric power plant on the Euphrates river.

A formidable business lobby that includes some of the world's biggest power companies believes Turkey now has no other alternative to private sector participation.

In the summer, the government approved regulations allowing investors to build and own power stations outright, with no requirement that they be transferred to the state.

The energy ministry announced that six gas-fired plants with 5,200MW capacity, would be put out to tender under the new build-operate rules, with planned commissioning dates ranging from 2000 to 2005. Companies are to submit bids in December, complete with feasibility studies, detailed plans and project finance packages.

In spite of the short deadlines, 57 bidders have pre-qualified. They must meet energy ministry specifications about size and general location. Although issues such as a contractor's credibility and experience, the plant's technology and emis-

sion levels will also be important, companies will compete mainly on the price of electricity they will sell to TEAS.

A further seven plants with 4,800MW capacity are to be built at a less hectic pace and are due to come on stream in 2005.

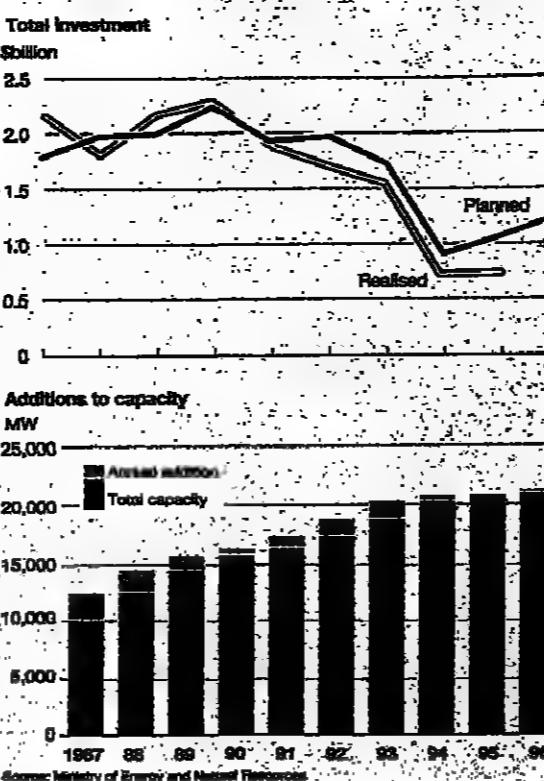
Some of the biggest names in the international energy industry, including the world's oil majors are submitting bids.

An oil executive says: "There are a lot of problems here but when you look at the growth potential you see great opportunities."

Electricity demand in Turkey is still very low, in spite of years of strong growth. Consumption is only one-fifth of the OECD average, indicating that expansion is likely to remain strong.

Although investors are wary of Turkey's Islamist-led government, they hope Refah's emphasis on public service will counterbalance the party's xenophobic, populist tendencies. A banker says: "Understanding of the urgency is there, and the commitment is there so my thesis is that things will be done." A positive indication of this is a decision to privatise

## Turkish electricity industry



Source: Ministry of Energy and Natural Resources

is seven ports, by selling 49 per cent leases to private operators and leasing power plants to private companies for completion.

But others are less certain that the new build-operate rules are capable of withstanding attack from the statist establishment any

better than the BOT system.

One hardbitten observer of the battles over BOT says:

"The end-game will be that the lights will start going out. The government will borrow to build power stations on its books, which is precisely the opposite of what it wanted."

In Turkey, virtually any service traditionally carried out by the state but now performed by a private company constitutes a concession and the law requires Turkish courts - often hostile to private foreign investment - to approve each concession and to monitor it for compliance with the law during its life. Disputes must be settled in Turkish courts, not by international arbitration, as investors and their bank lenders

own power plants outright. They make a distinction between electricity production and distribution. Officials argue that unlike distribution, generation does not constitute a social function of the state and therefore is not a concession BOT.

Projects now in the pipeline can be converted to the new build-own (BO) rules, but these will not apply to hydroelectric dams.

Lawyers are not sure the BO decree can withstand attack. They point out inconsistencies. The decree modifies a law, making it vulnerable to claims the government is overruling parliament. Neither does it necessarily settle the concession issue or guarantee international arbitration.

This bizarre legal doctrine has delayed private infrastructure projects for years, defying attempts by ministers to devise a legal wording allowing badly-needed projects to proceed. Courts have approved only 10 build-operate-transfer (BOT) infrastructure deals. Under the BOT model, first developed in Turkey, a company builds a project, operates it for fixed period to earn a profit, then turns it over to the state.

The government in May replaced the BOT model with a new set of rules to overcome the concession problem. These allow companies to build and

contract for a period that can be interpreted very loosely.

Furthermore, banks may consider the contract between TEAS and its electricity suppliers too weak to support large international loans to a developer. This is because TEAS would be entitled to half purchases "in case of breach of contract". Lawyers warn breach of contract is a term that can be interpreted very loosely.

**PROFILE** **Sahinler group**

## Trinkets to textiles

Fourteen years ago Mr Kemal Sahin was a hard-up metallurgy student at Aachen University in Germany. His studies, funded by a Turkish government scholarship, were ending and the only way to remain in Germany was to go into business.

He opened a small store selling tourist trinkets. Soon he was importing clothing and textiles from Turkey, making deliveries and driving trucks along Europe's motorways himself.

Today Mr Sahin, 41, is a multimillionaire. His privately-held Sahinler group expects sales to rise 15 per cent this year to DM1.3bn and more than double to DM2.5bn by 2000. It employs 7,500 people and is Turkey's biggest clothing and textile exporter. Profits, he says with a twinkle in his eye, "are a state secret."

Sahinler is a private company and divulges little financial data, making it difficult to assess its true strengths and weaknesses or potential for further growth. But Mr Sahin says profits are as good as ever and confidently predicts that by 2000 Sahinler will be a billion-dollar company.

Mr Sahin began by deploying more than the



Kemal Sahin: a motivator

immigrant's traditional virtues of hard work and business cunning - these qualities may be enough to build a medium-sized business, he says, but not a large group.

Success requires management ability, a willingness to delegate power and responsibility. Turkish bosses are notoriously authoritarian. But Mr Sahin claims he is different, genuinely seeking to motivate a young generation of senior executives.

Managing growth is another big challenge. Small and medium companies often expand too fast and become overextended. Others are too risk-averse and avoid

loans, which stunt growth. Mr Sahin says he steered a middle course, growing through trade credits.

He saw that retailing clothing in Europe could be more profitable than making clothes in Turkey. He built up a retail network in Europe, mainly in Germany, then moved upstream, producing clothing and textiles in Turkey.

He gradually built an integrated textile and clothing empire handling almost every production stage to sales and marketing. The group has invested aggressively in new factories in Turkey and in outlets and distribution networks in Europe, now financed mainly from internally generated cash. But retailing remains an important part of the Sahinler group: it has 180 low-to mid-market outlets in Europe, mainly in Germany.

He says operating costs in Turkey are rising. He has responded by moving production of "lower-cost products [to] the Far East". Making [some] basic products is not possible in Turkey any more."

In August, Mr Necmettin Erbakan, the prime minister, desperately looking for ways to raise hard currency, ruled that Turkish citizens living abroad could import second cars to Turkey free of taxes and duty if they deposited DMS50,000 for a year at state-owned Ziraat Bankasi, which would also pay them 10 per cent interest.

The plan provoked a predictable burst of anger from local car companies. Mr Rahmi Koc, chairman of Koc Holding whose Tofas joint venture with Fiat of Italy was to have one third of the market, warned: "We are looking at the economic situation of Tofas. If there is a drop in sales, of course Tofas's workforce will be reduced. And ripple to suppliers." If they can afford it, most Turks would prefer a second-hand Mercedes-Benz (which sells for \$30,000) to a brand new Tofas Tempra which goes for about \$15,000. OSD, the car industry association, warned the government that 100,000 used cars - nearly half local output - would flood the market, further damaging local industry at a time when output was already depressed.

The economy may be growing but car output has remained flat for three years. Companies have cut shifts and sacked hundreds of workers. Mr Erbakan's decision is all the more puzzling because the outgoing government fought hard to block second-hand imports for five years under Turkey's customs union agreement

with the European Union. But with only a few weeks before it expires, his scheme has attracted relatively little interest. Only about 2,000 vehicles are likely to be imported so the government is planning to extend its offer to all Turkish citizens. Even so, car company bosses now say the scheme's impact will be limited.

What does seem certain is that competition will increase remorselessly with the customs union, falling import barriers on third country imports and rising inward investment by Asian carmakers. Until very recently, local manufacturers could charge premium prices for obsolete cars because they faced little outside competition. Now, imports hold one-fifth of the market.

After a slow start, OYAK-Renault, an affiliate of the French carmaker, and Tofas - which once held a quasi-duopoly - are gearing up to introduce new models, increase imports from France and Italy and export more.

Renault is planning to spend \$350m to introduce its Mégane range in Turkey as well as increasing capacity and upgrading technology. Mr Jacques Chauvet, Renault's general manager, says:

"The Turkish market is becoming more open and this is something we have to live with. We feel confident that the market will be in the range of 450,000-500,000 units a year by 2000 and to be ready we have to invest now."

Tofas, which invested \$200m in the last five years is planning to invest another \$200m to launch a new model in 1997. However, analysts say disputes between Koc and Fiat have weakened the company. Some say the two could even part company, a rumour Koc strongly denies.

Market analysts criticise both companies for reacting slowly to the competitive challenge. Tofas took too long and spent too much gearing up to produce the now obsolete Tempra and will only have a new model - either the Palio or Marea - ready two years after the customs union.

Still, Turkey has not recovered from a collapse in the market in 1993, when production fell 40 per cent and has yet to recover. This makes it hard to justify big

investments. Sales may well double by the end of the century, but in 1993 analysts predicted annual car sales of 1m units for 2000.

Carmakers are still hoping sales could zoom back if interest rates fall and the government cuts taxes. New cars currently pay 45-75 per cent value-added tax, compared to 18-23 per cent in European markets.

Manufacturers are captivated by Turkey's demographics. As well as having a young, urbanising population, Turkey's car ownership rates remain far below European levels; it has about 37 vehicles per 1,000 people, compared to an EU average of 360-400.

Aggressive Asian companies are setting up "transplant" factories in Turkey to capture a chunk of this potentially lucrative market as well as exporting to the EU and surrounding markets in the Middle East, Balkans and Central Asia.

Toyota already has a factory near Istanbul which holds nearly 10 per cent of the local market. Honda and Hyundai, producer of Turkey's best-selling imported car, are both setting up factories. Suzuki is rumoured to

be looking for a suitable local partner as is Mazda and several South Korean companies.

The industry worries about overcapacity if all these investments actually go ahead. Tofas, Renault and Toyota already have installed capacity of 500,000 units a year.

Analysts doubt whether there is room for much more, even allowing for rising exports. Mr Aysegul Senel, automotive analyst at Global Securities, says that new entrants "may not make as much money as they are imagining."

## Leaving protectionism behind

### Companies are slow to react to the outside competitive challenge

Most governments obsessively protect their car industries, normally considering the crown jewel of any industrial economy. Until a few months ago, Turkey was no exception.

In August, Mr Necmettin Erbakan, the prime minister, reluctantly looking for ways to raise hard currency, ruled that Turkish citizens living abroad could import second cars to Turkey free of taxes and duty if they deposited DMS50,000 for a year at state-owned Ziraat Bankasi, which would also pay them 10 per cent interest.

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## Trucks are gearing up

If the outlook for passenger cars is mixed, business in commercial vehicles is improving. Turkey moves nearly all its freight by road, so demand for commercial vehicles is closely linked to economic growth. If Turkey grows, so do sales of trucks and buses. Truck sales jumped two-thirds to 18,926 units last year.

Analysts say imports should affect local

commercial vehicle companies less than passenger carmakers. Turkish trucks and vans are designed to resist the country's appalling roads and extreme climate, which often defeat more expensive imports.

Otosan, a Ford-Koc joint venture which makes cars, vans and trucks, increased output by more than half in the first six months of this year. Global Securities

expects it to increase net margin by one-fifth to 15 per cent this year.

JY 160 150

Irish courts

■ Banking: by John Barham

## Treasury's cash dispenser

**Turkish banks are not alone in seeing chances in retail and corporate banking**

Being a banker in Turkey often looks as easy as it is well rewarded. For years, Turkey's banks have acted as little more than cash dispensers for the treasury, charging interest of 20-30 per cent a year in dollar terms for their trouble.

This generalisation is only a little unfair. In the first half of the year, private banks' interest income on securities (overwhelmingly short-term treasury bills) rose by half to \$3.3bn.

Akbank, Turkey's biggest private sector bank reported \$415m-equivalent pre-tax profits for the year to September, a 35 per cent increase in dollar terms.

Most of its earnings came from its portfolio of high-yielding government paper.

Mr Errol Sabanci, managing director and a member of the family that owns the bank, says: "Being liquid in [volatile] market conditions means you can adjust yourself easily. If you are not liquid, your ability to adjust suffers."

Being able to adjust quickly is a crucial advantage in a financial system where years of heavy inflation have led to generalised short-termism. Last year, less than 10 per cent of local currency deposits had maturities of a year or longer. Foreign currency deposits made up over half of liabilities. Interest rates were up and down sometimes with little relation between asset classes in what Mr Sabanci calls "interest rate anarchy".

Banks are stronger than they were two years ago, when a balance of payments crisis and mismanaged treasury bill auctions caused a financial system breakdown. Goldman Sachs, the New York investment bank, commented in a recent analysis of the Turkish banking system that while "its health [remains] inextricably tied to that of the nation's finances" stricter supervisory stan-

dards, government-imposed limitation of open foreign exchange positions and stronger capital ratios have made banks stronger than in 1994.

Profits are growing nicely. Listed banks posted a real 30 per cent rise in net income in the first half of 1996 to \$713m. The Turkish Banking Association reports a halving in non-performing loans to \$21m in the first half.

Banks are funding more through their retail network, reducing reliance on interbank and foreign borrowing. Although extending branches is expensive, local branches are much cheaper in an inflationary environment than borrowed funds and more reliable in times of crisis.

A bank analyst comments: "If you do not make any big mistakes you are making money." But he warns: "Everyone knows [securities income] will not go on. The

question is when to get out. At the moment everyone is enjoying the high yields."

However, some banks are also positioning themselves for the day the treasury bill bonanza ends. Big banks like Yapı Kredi Bankası (YKB) and Garanti Bankası, are reducing their exposure to government securities and emphasising traditional banking.

Mr Burhan Karacan, president of YKB, which has a large consumer banking franchise, says: "We are looking at our markets with a long term perspective. Time will come when the government will not borrow so heavily and we want to maintain a presence in markets we have built up."

Competition is intense and margins are narrowing. Although private banks' net profits rose one-tenth to \$88m in the first half, this was roughly in line with GDP growth.

However, low or even non-

existent penetration rates for many basic products still provide a strong base for profit growth. For instance, Turkey is the world's fastest-growing Visa credit card market. Both YKB and Garanti are investing in new operations centres staffed with state-of-the-art technology to cut costs and improve market responsiveness. However, these retail products will only really take off when inflation declines substantially.

The lure of easy money has drawn several new participants into the market. The government no longer issues new banking charters, so existing banks are sold at considerable premiums. For instance, the industrial Anadolu group paid \$80m for 50 per cent of Alternatıvbank. However, one insider reckons Anadolu may see profits of just \$1m a year on its investment in Alternatıvbank.

Turkish banks are not

alone in sensing the opportunities in retail and corporate banking. Citibank has included Turkey among its top nine most important emerging markets. Mr Dardo Sabarots, general manager, says Citi is beefing up its local balance sheet with \$55m to boost operations and integrate its branch into the bank's worldwide customer network. Mr Sabarots says "we will have the same branch in different countries in the same way as McDonald's. With your Citibank card you can manage your current account from here, even if your account is in Buenos Aires."

In spite of the local market's attractions some bankers think business is getting too risky because loans are too cheap. A senior European banker says pricing on international syndicated loans "has dropped to unattractive levels. We have started curbing down borrowers. The credit quality is there but is the country risk priced in?" Solid local banks are raising funds paying as little as 0.5 per cent over Libor, sometimes to finance speculation in treasury bills.

Lurking in many bankers' minds is the risk of a repeat of the 1994 crisis. Although the large banks are stronger than before, medium-to-small banks may not be able to withstand further upheaval. However, upsets are unlikely to endanger the banking system since the ten largest banks held three-quarters of the system's assets last year.

The treasury already has several Islamic finance houses - none has a banking charter. The largest is Al Baraka Finex, which began in 1985 with capital from local investors and from Saudi Arabia and Persian Gulf states, led by the Sami Al Baraka banking group. It is now Turkey's largest Islamic finance house with \$500m in assets last year.

Al Baraka's general manager, says: "We collect money from the public on a non-interest basis and we invest this money in the real financial market to finance companies buying and selling goods. We put no money into government bonds."

Borrowers have a choice of a fixed term loan, which includes a hefty margin to cover inflation and Al Baraka's fees or they can lease equipment through Al Baraka. Fees vary between 8-15 per cent depending on the client and the deal Al Baraka is

offering.

Depositors share in the profits and losses of Al Baraka's operations instead of earning interest through "participation accounts". Al Baraka charges a 20 per cent management fee on these accounts even if they lose money.

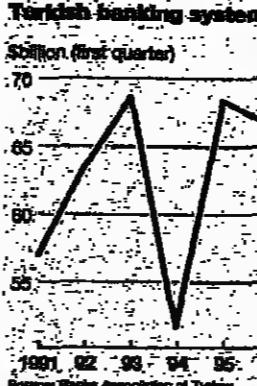
Islamic banks occupy a small niche in the Turkish financial system. Part of the reason for this are the mediocre returns for depositors. In 1995, the best returns Al Baraka could offer its depositors was a meagre 5.8 per cent in real terms. Its profits of \$27m equivalent returned just 1.2 per cent on assets, less than half the banking sector average.

Money laundering investigations at Faisali Finans, a smaller Islamic finance house, have not helped improve the image of Islamic banking either. The treasury suspected Faisali Finans of recycling \$600m in illegal funds on behalf of a textile company for \$500,000 and DM400,000-inches.

Confusion among the pious may also be holding back growth. Although Al Baraka's business is sanctioned by Islamic scholars, others claim its "fees" are no different from conventional interest charges. A financial market analyst adds that Refah spurs Islamic banks. He says Refah has "an excellent asset management programme using not only interest-bearing instruments but currency and stocks."

The European banker adds: "I think there will be a liquidity crunch at the bottom tier. I think the treasury is aware of this weakness. There will be forced mergers and some very elegant patching up."

Consolidated assets of Turkish banking system



Source: Central Bank of Turkey

70  
65  
60  
55  
50  
45  
40  
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30  
25  
20  
15  
10  
5  
0

## TURKEY: INVESTMENT AND FINANCE V

■ Business: by John Barham

## A second liberal phase

With trade barriers down companies must focus on fewer business lines

Turkey is entering a second phase of liberalisation that will bring profound and probably irreversible changes to the country's corporate scene.

Fifteen years ago the reforming government of Mr Turgut Ozal set Turkey on the road to trade liberalisation. The customs union with the European Union is giving liberalisation a powerful new impetus by throwing open domestic markets to international competition and imposing new regulatory frameworks.

Almost nobody is immune, be it the local grocer or Mr Rahmi Koç, head of Turkey's most powerful business empire. Turkish companies flourished thanks to limited foreign competition, hair-trigger reactions, a lock-out on domestic distribution channels and a variety of restrictive practices, cartels and state support.

Competition and EU regulations mean an end to these bad old ways, forcing companies to begin restructuring themselves. This will require greater participation by foreign competitors and their capital, technology and management methods.

Foreign interest in Turkish acquisitions is slowly resuming after a year of quiescence. We have set up a New York office to help prepare Turkish companies for US listings. Bank of New York says only four Turkish companies or banks are listed in New York in ADR form.

Growing in a foreign environment is far from easy. Raks, an electronics and magnetic tape company, expanded quickly through exports to the former Soviet bloc. However, attempts this summer to acquire the magnetic tape business of Germany's BASF backfired badly. Analysts say Raks overreached itself. BASF sold to a South Korean group instead.

Management is often weak. Business consultants say well-trained English-speaking executives are scarce, as demonstrated by their relatively high salaries and rapid job turnover. Turkish bosses are notoriously authoritarian. Attempts to impose the latest management fashion such as empowerment rarely succeed. Mission statements remain mere wall decorations in most offices.

Turkey's many medium-sized, family-owned businesses are probably the most vulnerable to weak management, poor capitalisation and unsustainable margins. Their founders are either still in charge or just retiring, with all the attendant succession problems.

However, management at Turkey's top companies is often excellent. Brisa, a joint venture between Japan's Bridgestone tyre multinationals and the Sabanci Holding conglomerate came first in a European quality competition. Netas, a subsidiary of Canada's Northern Telecom came second. Analysts also rate Garanti Bankasi, a big banking group, highly for its open corporate culture.

Competition will force companies to concentrate on fewer lines of business. Turkish capitalism grew up behind high trade barriers, so even quite small groups are highly diversified, operating in a range of sectors that do not yield even token synergies.

Scale is another problem. Turkey has few companies large enough to hold their own against big global competitors. Most Turkish companies remain focused on their narrow domestic market, although exports are growing, which denies them economies of scale.

Although Arçelik has sound management, strong finances and is well entrenched in its local market, it is too small to flourish in its present shape. Arçelik's pretax profit doubled in dollar terms to \$81.8m on sales of \$1.06bn last year. Mr Mehmet Ali Berkman, the company's president, says he is open to joint venture deals "on equal terms" that preserve "his managerial rights."

## An expected return on investment...

The European Quality Award 1996, won by Brisa.



Brisa, one of the foremost tyre manufacturing companies of Europe, and the market leader of its country, is the winner of the 1996 European Quality Award. The Award presented to the best performing company in the implementation of the European Model for Business Excellence stands as the ultimate recognition of Brisa's dedication to quality. And the celebration of outstanding results in relation to employees' well-being, customer satisfaction, and market share. Just a few big steps on the road to business excellence...

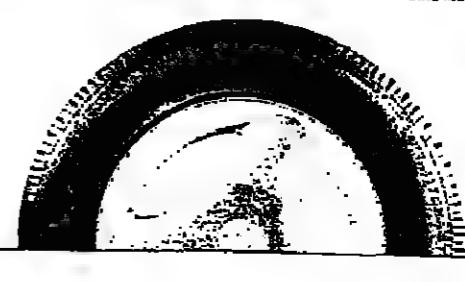
Brisa is a leading company of the Sabanci Group of Turkey.

A joint venture of the Bridgestone Corporation of Japan and the Sabanci Group.

Brisa produces a wide range of tyres under Lassa and Bridgestone brands. The Brisa factory in Izmit, Turkey is one of the largest tyre production facilities under one roof in the world. As of 1995, the Company is the 6th biggest tyre manufacturer in Europe.

**BRISA**

BRISA BRIDGESTONE SABANCI TYRE MANUFACTURING AND TRADING INC



## VI TURKEY: INVESTMENT AND FINANCE



The grand bazaar in Istanbul: busy and flourishing and not all its practices and methods are outdated

■ Istanbul stock exchange: by John Barham

## Designs on neighbours

Brokers and bankers welcome the international market but worry about safeguards

The modern Istanbul Stock Exchange is 10 years old but is already the region's biggest market. Now it has designs on the business of neighbouring bourses.

The exchange authorities have set up an offshore international market aimed at providing a forum for new companies in a vast region ranging from the Balkans, Central Asia to the Middle East to list their shares. Emerging market investors and mutual funds will then

be able to access these stocks directly in a single market that offers good infrastructure and liquidity.

Most of the world's biggest emerging market funds already have a presence on the Istanbul market and want to increase their exposure in the region. Mr Huseyin Erkan, the Istanbul exchange's executive vice-chairman, says: "The international market is open. We are trying to attract companies to the market. The rules and regulations are there. Once we have one or two companies listed we can start trading. There are a few already in the pipeline with informal applications which we are evaluating."

The international market's rules are simple. All transactions will be in US dollars. No taxes will be levied. Listing fees are rock-bottom. Companies should have a three-year track record and be profitable for at least two years prior to listing. Ideally, companies would already be listed on a market in their home countries and Istanbul would accept that market's listing criteria. If the company is not listed elsewhere, it should meet the Istanbul market's requirements.

Once a listing is approved, the company will deposit shares either with a custodian company in its country of origin or with the Istanbul market's Takasbank clearing house. Depositary receipt shares will then be issued for trading in Istanbul. Disclosure standards will be the same as for the Istanbul domestic market. Settlement is in three days after trading.

Mr Erkel, too, cautions against the government's apparent tendency to see the sell-off programme as mainly a source of revenues. "The importance of privatisation lies in increasing production and public sector efficiency," he says.

In addition, reducing the size of the public sector will cut down on corruption, he says, alluding to allegations of widespread graft in the state sector.

He says particular attention should be paid to strategy in the renewed privatisation process, with an emphasis on pricing. "If the price is right, the market will find" investors, he says.

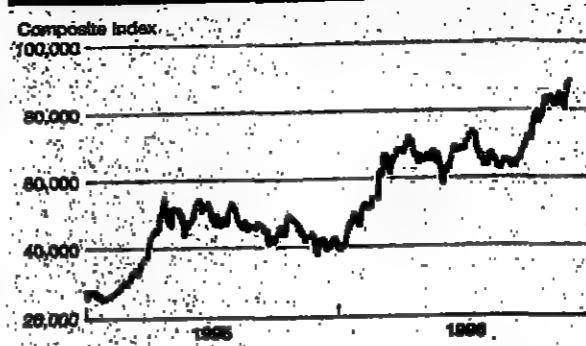
"Turkey has great potential in the medium term," he adds.

Turkish companies will also be able to list foreign subsidiaries on the international market. Mr Erkan believes Turkish companies expanding into the Balkans, Russia or Central Asia will be among the first to list.

Istanbul wants to combine the attractions for international companies of an offshore listing offered by Dublin or Luxembourg, with a trading environment which these two centres lack. Iranian, Canadian and Austrian companies are currently discussing listing on the international market.

Liquidity is a chicken-and-egg problem. Investors will not want to buy shares in a company that trades infrequently. Companies will not want to list on an illiquid market. Mr Erkan hopes to overcome these difficulties

## Istanbul SE



by establishing market makers for selected stocks without abandoning the existing automated bid-offer matching system used on the main Istanbul market. Mr Erkan hopes to jump-start trading by setting up a market for Turkish eurobonds soon.

There are about \$13bn-worth of these bonds outstanding and trading is concentrated in London, even though most of this government-issued paper is held by Turks or Turkish banks.

Others doubt Istanbul can offer market depth. Privatisation, which would broaden the domestic market virtually overnight, still looks a distant prospect. Furthermore, competing small European bourses are fighting for survival by offering better services. Several alternative or over-the-counter markets are springing up in Europe.

■ Privatisation: by Kelly Couturier

## Getting used to the idea

This sector needs political stability, a new legal framework and official backing

Mr Necmettin Erbakan, the Turkish prime minister, who never liked the word privatisation when he was in opposition, has become something of a champion of the cause these days.

Faced with finding a way out of Turkey's worsening "debt trap", where about 45 per cent of the government's budget is spent financing the expanding public debt, Mr Erbakan's five-month-old coalition has demonstrated an eagerness to move forward on privatisation that is in stark contrast with the foot-dragging of the left-right coalitions of the early nineties.

Gone are Mr Erbakan's criticisms of privatisation as a notion going against the grain of the popular, statist economic policies of his pro-Islamic Refah Party.

Instead, Mr Erbakan, in an enthusiastic hunt for resources, is putting up for sale state-owned enterprises, real estate, and public facil-

ties all over the country. This is welcome news for the stalled privatisation effort in Turkey, where receipts from sales in the last years have been far short of original targets. In 1995, the government realised only about one-tenth of its original target of \$5bn and the figure to date for 1996 is even lower at about \$291m, again way down from the \$2.7bn target.

Political instability, legal challenges and a lack of political will has crippled the decade-old privatisation effort over the last few years, leaving Turkey lagging far behind western Europe, Latin America and Asian nations.

But analysts say the government is again over-ambitious on its privatisation revenue targets for 1997, when the coalition expects to raise some \$13bn through sell-offs included in the official government privatisation portfolio, as well as sales of treasury lands and real estate, and the leasing of power plants to be carried out by the ministry of energy and natural resources.

Even if the government does speed up the privatisation machinery for targeted

projects such as the giant Turk Telekom or its Global System for Mobile Communications (GSM) cell-phone licences, the likelihood that it will see returns in revenues in 1997 is "very optimistic", one western analyst says. "You can't sell off telecommunications companies overnight," the analyst says, adding that in the Turk Telekom case much work remained at the preliminary valuation assessment and regulatory framework stages.

Nor is the plan to lease 35 hydroelectric and thermal power plants and 26 power distribution networks likely to bring short-term financial surpluses, according to the western analyst, adding that usually such moves are made to bring in private managerial expertise and shift the burden of new investments to the private sector, rather than to raise resources.

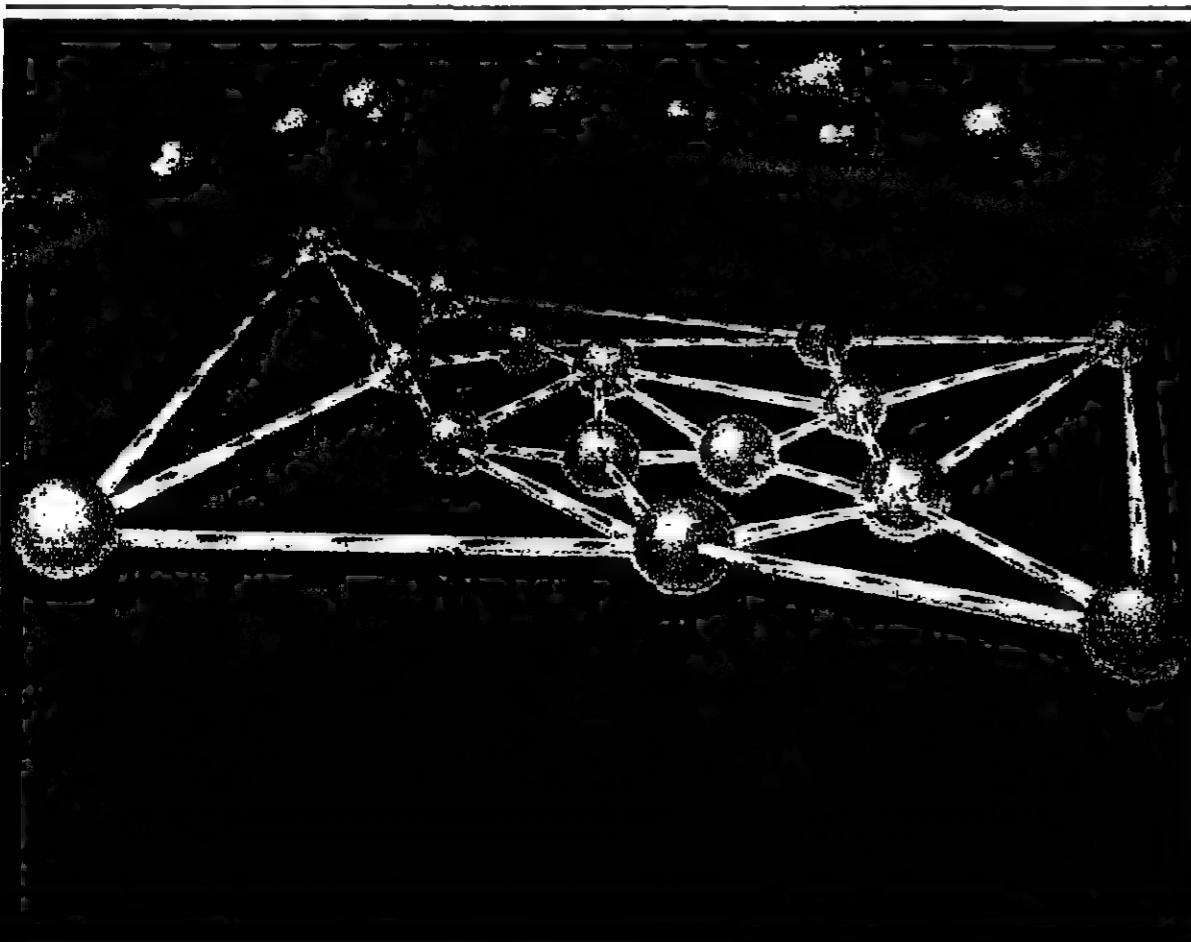
The energy sector in particular is expected to draw foreign investor interest. Out of a portfolio of 53 companies and real estate holdings, the privatisation administration plans to complete 24 sell-off projects by the end of 1997. It remains to be seen whether the government will move ahead on privatisation, according to many observers, including the World Bank. It announced after a visit last week that it would monitor developments during the next six months before releasing the remain-

Scepticism lingers, however, that the government will muster the will to give up control in such a short period. For following through on its privatisation promises will require the government to relinquish control mechanisms in the areas of economic strategy, patronage and consumer price levels.

Privatising the Tupras refineries requires being prepared to allow petro prices to rise to international levels. Is this government prepared to do that? one consultant says. "I've not seen any evidence that Ankara is prepared to lose its control mechanisms."

Even if Mr Erbakan demonstrates a true commitment to the structural changes privatisation entails, his coalition partner, the center-right True Path Party led by Mrs Tansu Ciller has yet to show a similar willingness.

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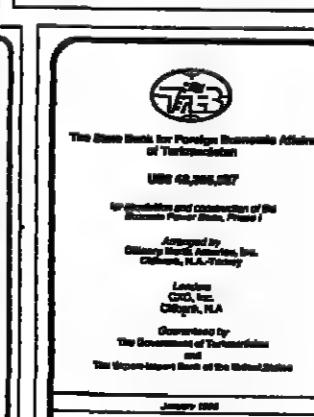
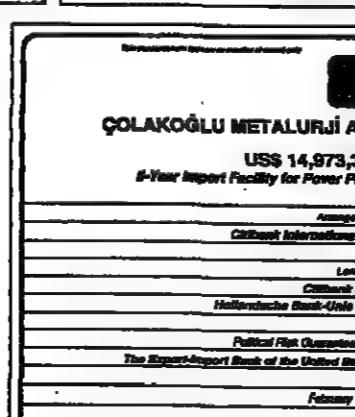
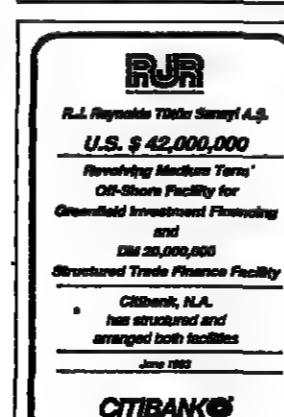
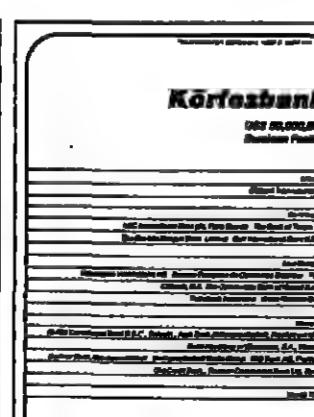
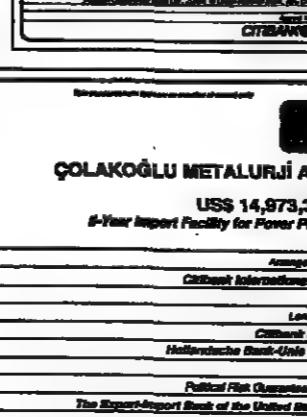
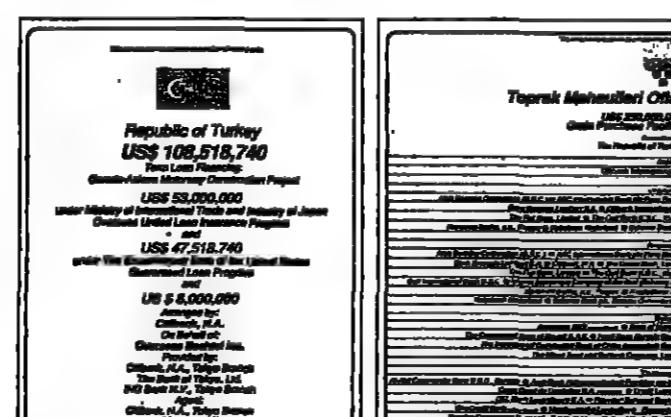
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DATA

# THE CZECH REPUBLIC

## Voters and investors call the prime minister's bluff

The position of Vaclav Klaus changed dramatically after this year's elections, write Vincent Boland and Anthony Robinson

The Czech Republic began the year with confidence, anticipating continued stability, strong economic growth and four more years of firm leadership under Vaclav Klaus, the prime minister, who had just proclaimed that the country's transformation "was more or less over".

It ends the year unsettled and politically divided, facing a sluggish economic outlook, and at sixes and sevens over the pace and direction of further reforms. Problems in the financial sector have exposed legal and regulatory weaknesses, while high imports and faltering exports raise question marks about competitiveness and the pace of industrial restructuring. Voters and investors, whom Mr Klaus has always trusted to prove him right, have taken to calling his bluff.

When Mr Klaus made the remark about the transformation being over, he was in a dominant political position, with a comfortable majority in parliament he expected to retain, and a weak opposition. The country had made good progress on macro-economic and political reform, was poised to join the Organisation for Economic Co-operation and Development (OECD), and was about to apply for membership of the European Union (EU). Expectations were high, fuelled by that confidence.

After his centre-right coalition government lost its parliamentary majority in a general election last June, those expectations changed to anxieties. Voters sent a message that they wanted

more political accountability and more open discussion of issues both within the coalition government and in parliament. That again appears to be the message in the latest test of the public mood in last month's election to the upper house of parliament, in which the coalition won a clear majority, but on a low turnout.

Investors are also demanding regulatory and legal reforms that have become more urgent since August, when Kreditní Banka failed with large losses caused by bad lending and suspected fraud. A succession of failures among small banks had until then done little real damage to the financial sector. But, the Kreditní Banka collapse sent wider ripples, forcing the central bank to rescue Agrobanka, the country's biggest fully private bank.

Some of the financial problems stem from inherent weaknesses and complexities in the Czech capital markets, including poor regulation and wide cross-ownership within the banking sector and between banks and industrial companies. This encourages companies to take on expensive, short-term bank debt rather than raise more flexible and long-term equity capital. The current state of the capital markets also leads to insider trading and creative accounting, which may not be illegal because of gaps in the commercial law, and to outright fraud, which is.

"There is a tendency in the Czech Republic for financial alchemy, for exceedingly and unnecessarily complicated transactions whose

original purpose is obscured by their complexity," says Jiri Hrubner, head of the Czech Republic team at the European Bank for Reconstruction and Development (EBRD).

These developments have altered perceptions of the Czech Republic, once admired for its clarity of purpose and careful handling of financial matters. Some argue that the current gloom is overdone. Views "have changed from over-positive to over-negative", says Josef Tosovsky, governor of the

Bank of the Czech Republic, seeking long-term capital to finance modernisation and restructuring. This is especially true in the engineering sector, traditionally at the heart of the economy. Companies with foreign strategic shareholders are restructuring much more quickly.

The poor financial health of much domestic industry coincides with a more pessimistic outlook for growth. Last month, the Czech Statistical Office cut its forecast for growth of gross domestic product (GDP) for 1996 to 4.8 per cent from 5.1 per cent, blaming a slowdown in the German economy. This was accompanied by an upward revision of the full-year current account deficit to nearly 7 per cent of GDP. Economic growth next year is forecast at between 5.1 and 5.6 per cent.

Inflation is also stubbornly high at about 9 per cent and is proving difficult to cut because the phased liberalisation of utility prices and other regulated sectors adds up to three points to the inflation rate every year.

A clutch of high-profile investment projects that are expected to improve the quality of both output and productivity are about to get underway. Nova Huť, a big steel mill, is close to finalising a \$650m restructuring programme with finance from the International Finance Corporation and the EBRD. A recapitalisation of the venerable Zetor tractor company is another big project under discussion, together with on-going modernisation of the country's power and transport infrastructure. Meanwhile, the banking sector is preparing its greatest enterprise efficiency.

But such reforms need to be far-reaching and involve the sacrificing of sacred cows. In a recent study, the EBRD and Patria Finance, a Prague investment bank, highlighted the difficulties facing Czech companies seeking long-term capital to finance modernisation and restructuring. This is especially true in the engineering sector, traditionally at the heart of the economy. Companies with foreign strategic shareholders are restructuring much more quickly.

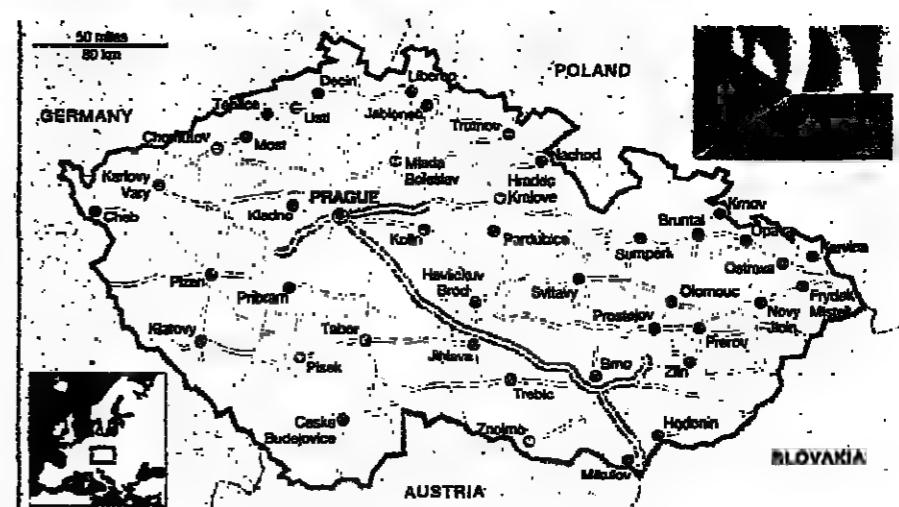
legal obstacles to faster progress. Now that the senate campaign is out of the way the real test of Mr Klaus will be his ability to bring forward fresh ideas, says Jiri Pehe, a political scientist.

President Vaclav Havel sometimes appears more in tune with the public mood than either the government or the opposition. He handled the stalemate resulting from the election in June with aplomb while politicians floundered. He also made pointed comments on fraud and cheating and the need for greater morality in public and economic life before the government acknowledged there was a problem.

At the end of an eventful year the future course of events is unclear. "Drift is now the danger," Mr Pehe says. "Aside from Havel and a few others, Klaus and the government don't have the intellectual breadth to take the country forward."

While Mr Havel, whose health gives cause for concern, can point society's way forward, Mr Klaus retains the responsibility of leading the government. But one positive consequence of the shifting political winds, could be a wider and more open debate. "This country needs to function, needs to work," the prime minister said during the senate election. Many of the changes needed to get it moving again are relatively small, observers say, and could be quickly implemented if vested interests allow.

As the country gravitates closer to the European mainstream it is also being forced to engage more with the outside world. The first Czechoslovak republic, the only functioning democracy to emerge from the dissolution of the Habsburg empire, was sacrificed to Hitler in 1938, submitted to communism in 1948, and was forced back into sullen conformity by Moscow in 1968. This history has left scars. They are reflected in Czech wariness about ceding economic control to foreigners, a rather sceptical attitude to Brussels, and a lively interest in the sort of influence which



Economic summary	
Area (sq km)	78,864
Population (1994)	10.3m
Language: Czech	
Main Cities (1994)	
Prague (capital)	1,216,000
Brno	390,000
Ostrava	355,000
Hradec Králové	172,000
Currency: Koruna (Kč) = 100 Holes	
Exchange rate: Nov 26 1996	1 Kč = £0.28765
Government and constitution	
Head of state	President Vaclav Havel
Head of government	Prime minister Vaclav Klaus (ODS)
National legislature	Parliament has 200 members, with an upper house, the Senate, of 81 members.
Electoral system	Universal direct suffrage for party proportional representation, subject to 5% threshold.
National government	Headed by the prime minister and dominated by the Civic Democratic Party. The government was formed in July 1996.
Main political parties	Civic Democratic Party (ODS); Civic Democratic Alliance (ODA); Christian Democratic Union-People's Party (ODU-CSL); Communist Party of Bohemia and Moravia (KSCM); Czech Social Democratic Party (CSSD); Free Democratic-Liberal National Social Party (SD-UNSP); Czechoslovak Republican Party * Rising coalition
Main trading partners (Share of total trade to world, 1995)	
EU	55.1%
E Europe + former Soviet Union	16.9%
Slovenia	18.2%
Developing countries	6.6%
Elba	1.8%
Imports	56.4%
Exports	15.7%
Excluding Slovenia	19.1%
(*) estimate (†) temporary	

small countries will be allowed to play in a future enlarged Europe.

Caution is the leitmotiv. An agonised internal debate precedes every move forward. The current debate about a securities watchdog, which impatient investors insist can be installed practically overnight, is indicative

of how slowly things can do or where to go next. But a wider range of options is now on the table for discussion by rival politicians and a more combative parliament.

The Czech republic heads for 1997 in the mood for more open debate and fresh ideas. It should be an interesting year.

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II  
2 THE CZECH REPUBLIC

■ Banking • by Vincent Boland

## The problems run deep

This sector is on the defensive following a string of failures at small banks

Just when they thought they had turned the corner, Czech bankers have been given a rude reminder in the past few months that their problems are more than skin deep. A series of failures among small banks, and a resulting liquidity crunch at the fifth largest, have exposed bankers to their closest scrutiny ever, putting the entire sector on the defensive.

The catalyst for this bout of reluctant navel-gazing was the collapse of Kreditni Banka in August with losses estimated at Kč12bn. The bank was brought down partly by heavy loan losses but also by suspected large-scale fraud, which appears to have gone unchecked for some time even though the market was convinced of it for weeks before the Czech National Bank intervened.

At the centre of police and parliamentary investigations into the Kreditni failure is Motolinvest, an acquisitive but somewhat mysterious financial group which had managed to gain control of Kreditni and Agrobanka, the largest fully private Czech bank. In the immediate aftermath of Kreditni's collapse, Agrobanka experienced a disastrous credit squeeze after being frozen out of the interbank market. Agrobanka is now under central bank administration and is up for sale, while Kreditni is being liquidated.

The impact of these two incidents has lent an air of crisis management to official attempts to contain the fallout and to get to grips with the wider issue of financial sector reform, including that of the stock market. Financiers say the reform process will need to be thorough and far-reaching if further problems are to be avoided and if the credibility of the Czech financial markets, now at its lowest point since economic reforms began, is to be re-established.

Josef Tosovsky, the governor of the Czech National Bank who has been criticised for the central bank's inadequate supervision of the banking system, argues that strong political pressure from the issuance of bank licences to stimulate competition early in the reform process and the unpredictable nature of the switch from a centrally planned to an open economy, lie at the root of the problem.

"The development of markets and the creation of experienced, skilled bank regulators all take time," he says. "We had to close one eye to the lack of experience

of the assets of the banking system. Their underlying strength has only been marginally affected. Ceska Sporitelna (CS), the big savings bank, was singled because of its significant role in the interbank market, on which the failed institutions relied for financing.

CS, which was a monopoly savings bank under the old regime, attracts 70 per cent of Czech savings deposits and is the leading supplier of funds to the interbank market. If CS had been lending money directly to customers instead of indirectly through the interbank market, it would have had to

### Towards privatisation

Privatisation of the big four banks is an intensely political process, writes Vincent Boland. Through their fund management arms, which control stakes in the nation's leading companies, the banks spread their tentacles throughout the economy. There is widespread suspicion that any new large shareholder would impose new rules, especially if that shareholder were to be a powerful foreign investor intent on pushing through a radical restructuring of the enterprises owned by the funds.

Privatisation therefore raises the wider question of what national strategic role, if any, the big banks should play. The main issue is whether they should continue to be the quasi-governmental executors of industrial policy with wide strategic ownership roles in the economy, similar to that of Austrian and German banks, or confine themselves to a more limited Anglo-Saxon role, lending to industry and the entrepreneurial sector.

Given the geographical location of the Czech Republic, and the nature of its emerging business culture, the balance is likely to tilt increasingly in the Germanic direction.

at the beginning as privatisation created a huge demand for banking services.

"Everything took place in a legislative vacuum until laws started to emerge in 1992. But when clear evidence of fraud emerged at Bohemia Bank in 1994 for example, we closed it down quickly. We expected that this would be taken as a clear signal that we would not tolerate fraud or non-professional behaviour."

Meanwhile, the 12 bank failures which have occurred over the last few years have affected less than 4 per cent of the assets of the overall banking system, which remains highly concentrated. The top four banks, all partially state-owned, control over 80 per cent of

bear the losses directly. Part of the problem is that too many banks are chasing a few creditworthy customers. In several of the collapses, small banks were lending to their own shareholders or to those who never intended to repay. Some argue that some small Czech banks were bound to fail, given the high cost of borrowing and weak financial state of Czech industry and other borrowers.

What angered independent observers, including foreign portfolio managers, was the impunity with which Motolinvest and other groups acted. Motolinvest secured control of Agrobanka in early 1996 after what Jiri Huebner, director of the Czech Republic team at the European Bank for Reconstruction and Development, said was a "untrammeled competition".

The merger idea was originally touted privately by CSOB, but of late the bank's management has become less inclined towards it, while the CNB, which is understood to have been initially sceptical, has taken to it. A merger of the two banks is now at the heart of central bank thinking on the sector, with the aim of creating an institution able to compete when the Czech Republic joins the European Union and the banking market is thrown open to

untrammeled competition.

■ Export performance • by Vincent Boland

## Trade deficit worries

High cost of importing technology weighs heavily on finances.

At the Prague School of Economics last month, Prime Minister Vaclav Klaus, who became a professor last year, indulged in one of his favourite pursuits - lecturing to students. Striding around the lecture, chalk and ruler in hand, he filled a blackboard with equations and calculations, impressing his wide-eyed audience, many of whom are his supporters.

The banking sector's recent problems have given a higher profile to the broader question of privatisation of the top four banks - Komercni Banka, Ceska Sporitelna, IPB, and Ceskoslovenska Obchodni Banka (CSOB). A series of sometimes contradictory statements from the central bank and the government recently about how this should be carried out left many investors unconvinced by the arguments on both sides, even though there is agreement among officials on the broad approach.

The strategy includes a fairly speedy sale of the state's 21 per cent stake in IPB, almost certainly to a foreign investor. Nomura, the Japanese financial house, and ING and ABN Amro of the Netherlands have been touted as potential buyers.

Beyond that there is little agreement. The CNB is pushing for a merger between deposit-rich CS and CSOB, the former foreign trade bank. But Vaclav Klaus, the prime minister, recently described the notion as a nonsense. He dismissed the plan as tantamount to a merger of Spartak and Slavia, the top Prague football teams, anathema to fans of both clubs.

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Vaclav Klaus: a lesson in economic reality

on price advantages, as many do today.

Czech industry is a mixed bag. "There are excellent enterprises, there are enterprises that should have been declared bankrupt long ago, and there are enterprises that muddle through," says a Prague economist.

Those companies with strategic foreign investors who can supply cheap finance to restructure are powering ahead, while others that do not often have difficulty in obtaining long-term financing, while being burdened with short-term debt.

This is especially the case in the engineering and heavy industry sectors, traditionally at the heart of the Czech manufacturing economy. The country's large number of mid-sized companies are especially burdened by high short-term debt ratios and low returns on assets and equity, according to the European Bank for Reconstruction and Development. High indebtedness and low profitability throughout much of the private sector contrast sharply with low government debt levels and a balanced state budget.

In a bid to boost export performance, the government recently budgeted more funds for export promotion and promised to involve Czech diplomatic missions abroad in the selling of Czech products, something diplomats have apparently been unwilling to do up to now. But the real answer to the rising deficit, analysts and industrialists say, is for Czech companies to complete restructuring quickly. When that has been completed domestic industry will be able to compete on quality, rather than relying on price advantages, as many do today.

Czech industry is a mixed bag. "There are excellent enterprises, there are enterprises that should have been declared bankrupt long ago, and there are enterprises that muddle through," says a Prague economist.

Those days may be over. The country has attracted little green field investment, while delays in privatising energy utilities and other sectors have caused FDI to drop off this year. CzechInvest, the foreign investment agency, is seeking to persuade the cabinet to drop its resistance to incentives for green field investments from abroad, while the proposed privatisation of the banking sector - likely to take several years - should attract strong foreign interest.

In the meantime, the burden of improving the sluggish Czech trade performance depends on managers and shareholders whipping industry into competitive shape. That requires finance, experience and nerve by existing management. As Richard Salzmann, chairman of Komercni Banka, notes: "There are no reserves of management available on the market."

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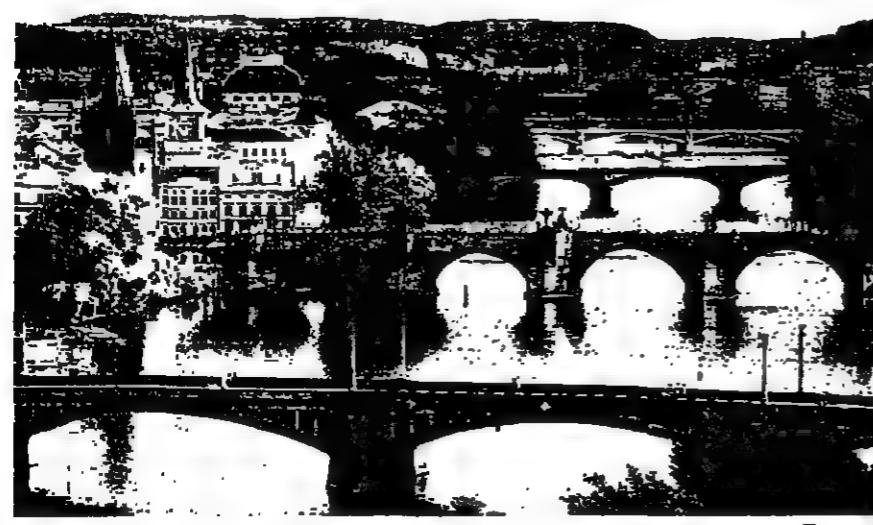
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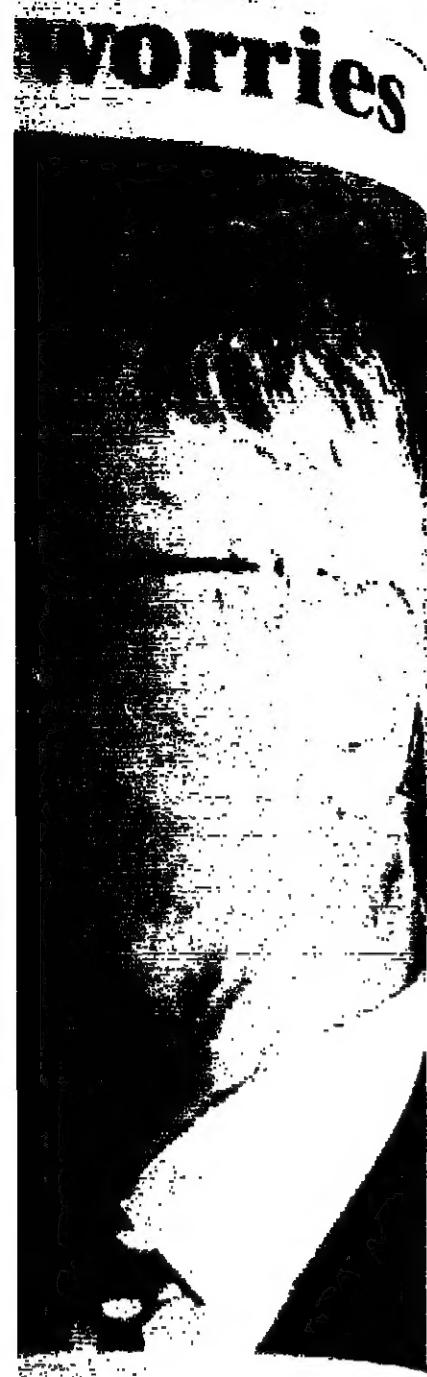


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JAN GOLOVÁ



■ The economy • by Anthony Robinson

## Sell-offs now give cause for concern

Greater efficiency at micro level is needed to maintain stability in macro-economy

Macro-economic stability has been the holy grail of a government dominated by macro-economists. The result has been a succession of balanced budgets and gently-declining single-digit inflation despite external shocks, such as the collapse of the Comecon trading system in 1991 and the divorce from Slovakia in 1993, and the most comprehensive coupon privatisation scheme in the post-communist world.

Over the last year, however, a steeply-rising trade deficit, which Vladimir Dlouhy, the trade and industry minister, warned recently was "nearly at the limits of the bearable", has brought to the surface growing concern that the government's unorthodox mass privatisation methods, while quick, have created obstacles to reform at the micro level.

Thousands of privatised Czech enterprises, many of them quoted on the Prague stock exchange, now find themselves short of capital and deprived of effective owners capable of spurring management into creating internationally competitive enterprises. The concern is that, without capital market reforms and greater efficiency at the micro level, the country's hard-earned macro-economic stability could also be placed in jeopardy.

But the worries go wider than that. Prime Minister Vaclav Klaus is widely praised for his ability to transmit clear liberal market ideas to a sceptical population and for the force of his belief that once enterprises were privatised the market would sort out the wheat from the chaff. But it has become increasingly clear that he is less familiar with the subtle interactions of modern financial markets and underestimated the need for markets, banks and other financial institutions to work within a clear legal and regulatory framework.

That may change. A series of small bank failures, popular concern over criminality and business fraud, and growing evidence that serious foreign institutional investors in particular are staying clear of Czech equity markets, has raised the profile of legal and institutional reform and micro-economic change.

The government's political future was reinforced by the coalition partners' relatively strong showing in last month's senate elections. The hope in financial and market circles is that a newly self-confident government will move on to tackle the more complex, long-range problems thrown up by the second or institutional reform stage of the transition process.

One area of reform concerns the need to strengthen the Securities Act and create a securities and exchange commission with teeth. At present, the Prague stock exchange finds itself at a distinct disadvantage compared, for example, with Warsaw, whose exchange commission has imposed New York-style transparency rules which attract foreign and domestic investors.

"Currently there is no protection for minority shareholders, few disclosure requirements, and little enforcement as no punitive powers were given to the minister of finance," according to Zdenek Bakala, of Patria Finance.

"The system started to operate in a virtual vacuum. This was very attractive to some players in the market



■ Politics • by Anthony Robinson

## Message from the people

Electorate gives the prime minister an unpleasant surprise

Behind an often dour, phlegmatic exterior, Czechs frequently harbour a critical scepticism and a penchant for black humour. Vaclav Klaus, the prime minister, found himself at the receiving end of this national characteristic at the general elections in June.

Tired of his arrogant self-confidence and Thatcherian insistence that Czechs had "no alternative" to his policies, thousands of voters turned up at the polls determined to give him a nasty shock. Instead of a ringing endorsement and four more easy years in power for Mr Klaus and the three-party centre-right coalition led by his Civic Democratic Party (ODS), the voters decided to put an electoral ferret up his trousers in the shape of Milos Zeman, leader of the Social Democratic Party.

The two men worked for years in the same economic research institutes under the communist regime. They could not stand each other

then, and their personal animosity has deepened since.

Their personal rivalry reflects the polarised society revealed by the elections. Some former Communist party voters, and large numbers of lowly-paid workers, turned off by the triumphalism and apparent insensitivity of Mr Klaus, shifted their vote to a revived version of a party which was very popular in the pre-war Czech republic. From a lowly 6 per cent share of the vote in the 1992 general election, the Social Democrats shot up to 26.4 per cent share which delivered 61 seats in the 200-seat lower house.

The shift to the Social Democratic centre-left was accompanied by a strong showing from two "pariah parties", the xenophobic Republican party which won 18 seats on 8 per cent of the votes on its anti-foreigner, anti-gypsy rhetoric, and the unreformed Communist party. The latter dropped slightly to 10 per cent of the vote and 22 seats. But together the opposition parties won enough seats to deny an overall majority to Mr Klaus and his allies in the Civic Democratic Alliance (ODA) and the

Christian Democratic Union (KDU).

Klaus, whose own party actually performed well, was visibly stunned. Suddenly he had to fend off criticism from within his own party and his coalition partners,

who wanted a less personal, more collegial style of government. Above all, he had to face up to the need to make political compromises with an opposition leader whom he personally despised but with whom he had to reach a political accommodation.

That accommodation was reached on July 25 when the renewed centre-right coalition, two seats short of an overall majority, received a parliamentary vote of confidence after the Social Democrats walked out of parliament just before the vote. To obtain permission to govern in this way, Mr Klaus had to make several largely symbolic policy and personnel changes and agreed to the appointment of Mr Zeman as the speaker of parliament.

Since then, however, events have largely moved in favour of the prime minister and the government. Mr Klaus is every bit as abrasive and authoritarian as Mr Klaus, and soon managed to

stir up the hostility of many in his fractious, inexperienced parliamentary group and party.

The most important split occurred in October when four Social Democrat deputies defied party discipline and voted with the government in favour of another balanced budget for 1997. The Social Democrats had campaigned on the need for more spending on education, health and social welfare and declared themselves in favour of a 3 per cent budget deficit and debt finance for the higher spending.

The second big blow for the Social Democrats came on November 22 when the ruling coalition parties won 52 of the 81 seats in the newly-created senate. The ODS raised its share of the vote in the second round run-off to 33.5 per cent from 29.6 per cent at the general election, while Social Democrat candidates slightly increased their share but picked up only 25 seats in a senate which they had promised to abolish anyway had they won.

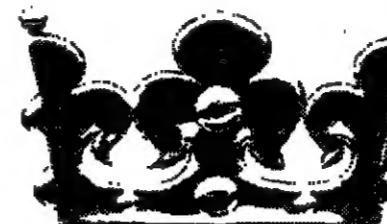
Despite urging from President Vaclav Havel to turn out and give substance to an institution which could underpin democracy as in the first republic, only 30 per



Milos Zeman: long-standing personal rivalry with the premier

although not all, of his former self-confidence.

The question now is whether Mr Klaus, perhaps wiser and more accommodating after his recent bruising, will seize the initiative and turn the government's attention to the legal and institutional reforms needed to underpin democracy, tackle cheating and rising criminality, and bring greater transparency and honesty to the economy.



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## 4 THE CZECH REPUBLIC

■ Housing • by Vincent Boland

## Tricky search for a decent place to live

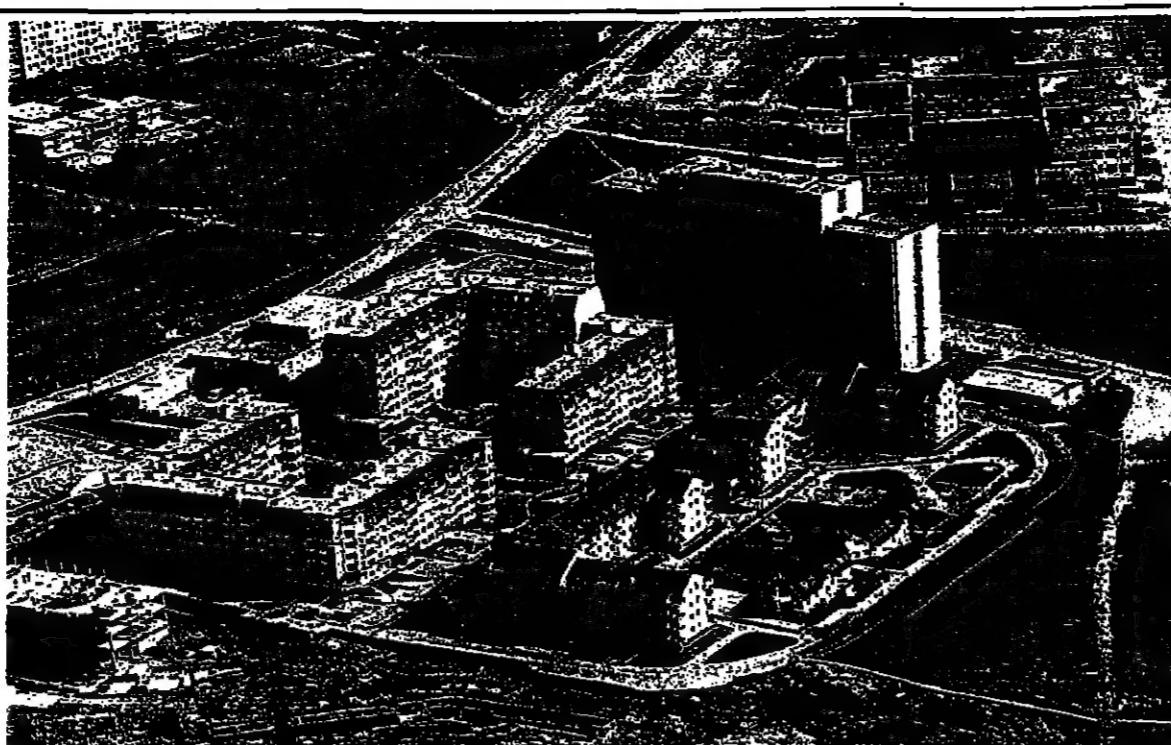
For most people there is still little alternative to life in a high-rise

Throughout eastern Europe, forests of high-rise housing surround nearly every large town, often obscuring an historic centre of rare beauty.

These suburban monuments to socialist social engineering are not always low-income ghettos but are frequently home to a cross-section of people from all walks of life. They are not attractive - President Vaclav Havel once referred to them as "rabbit cages" - but they are relatively free of the social problems that plague such high-rise developments in western cities.

President Havel, motivated by aesthetic as much as political and social considerations, vowed that no more bleak, monotonous housing estates would be built after the fall of communism. Since then, construction companies have indeed started putting up lower-density, three-to-four-storey housing units in landscaped surroundings. But they are expensive. Sheer economics dictate that cheaper panel construction techniques will still be needed to provide affordable homes to those on lower incomes.

Often these apartments house three generations of one family. In the communist era, one way to climb



The old and the new: Contrasting styles of housing alongside each other on an estate near Prague

are also still tightly controlled.

There is, however, no housing market. While Czech banks now provide mortgages - some have television advertisements showing smiling families living in beautiful new homes - interest rates are too high for most people. There is talk of mortgage interest relief, common in many western countries, but for the moment the absence of sellers and the scarcity of new housing means there is virtually nothing to buy.

Some high-rise suburbs

are already in an advanced state of disrepair; panel housing was not built to last. "It is quite clear we have to invest for restoration and refurbishment," says Mr Jan Koukal, mayor of Prague. To help raise the necessary finance, the city is planning

its second move into international capital markets to raise up to Kč12.5bn. This would go towards providing mortgage subsidies for residents seeking to either buy or refurbish their homes, the mayor says.

The ministry is also planning a national programme of housing subsidies. Mr Schneider says. This will include support schemes for site development, direct loans to potential buyers, guarantees for mortgage loans for applicants without adequate security, and mortgage repayment subsidies. Some Kč12.5bn have been set aside in the draft 1997 budget to finance this programme. The goal is to raise the level of subsidies to about 2 per cent of gross domestic product over time. These developments coincide with construction industry estimates that Kč400bn will be spent on upgrading existing stock and building new housing over the next 10 years to satisfy pent-up demand.

The centres of many towns have undergone substantial refurbishment in the past few years thanks to restitution - the return of property confiscated by the communist regime after 1948 to its original owners or their descendants - so most of this new development is likely to be in suburbs and in new housing estates.

Increasing and improving the housing stock also has a wider economic benefit. The current lack of housing makes the labour market inflexible. People in areas of relatively high unemployment, such as northern districts of Bohemia and Moravia, are often unwilling to move in search of jobs because accommodation is difficult to find. In Prague, where there is full employment - according to official statistics - there is an especially acute housing shortage. Meanwhile, in the northern industrial town of Most, whole blocks of flats lie empty because the mining and coking industries have closed and their former employees have dispersed.

Another boost to the development of a housing market

is expected when rent controls come to an end. This is one of the toughest decisions facing the government, along with the liberalisation of energy prices. Economists say controls tend to distort the economy, with the current policy of piecemeal liberalisation adding up to three points to the annual inflation rate.

In central districts of Prague it is not uncommon for residents to pay just Kč2,000 a month for rent, heating and other utilities combined, even though the apartment may be owned by beneficiaries of restitution. Ending such distortions is likely to be central to the government's overall housing policy at some stage in the future. For now, however, the Czech Republic is still a relatively cheap place to live, unless you are a foreign resident competing for space in the expensive and often beautifully restored historic town and city centres.

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Foreign relations • by Anthony Robinson

## Waiting to join Nato's ranks

The 'quick and easy' way to modernise the armed forces has been rejected

strong border fortifications and a good army backed by a powerful arms industry were not enough to stop Hitler invading Czechoslovakia without a shot being fired in 1938. Membership of the Warsaw Pact was no protection against a Moscow-inspired invasion to kill the 'Prague Spring' and restore communist orthodoxy 30 years later.

Czechs and Slovaks learnt the hard way how diplomatic events and political circumstances beyond their control can determine the security of small states in

central Europe. The profound desire to prevent a repetition of such traumatic events lies behind their application for integration into an enlarged European Union and full membership of Nato.

The current Brussels timetable puts Nato expansion before EU enlargement, and the pecking order puts Czech entry before that of Slovakia, although both countries were joined in a federal union before their "velvet divorce" in January 1993.

Petr Necas, the impressive young chairman of the Czech parliament's defence committee, notes the likely delay to Slovak entry – due to the authoritarian ways of Prime Minister Vladimir Mečiar – with regret. "It is in our national interest to have all our neighbours in

the same alliance," he says. But it is also clear that the Czech government attaches great importance to being counted among the early joiners of an enlarged Nato and has given much thought to both the practical and the financial implications.

The joining processes for Nato and the EU are different." Mr Necas says. "Clear political will on both sides is the main element in Nato entry, while EU membership demands precise fulfillment of many legal and technical conditions."

The first demonstration of the then Czechoslovakia's political will will come with wholesale dismissal of Soviet-era debt. Prague refused what Mr Necas calls the "cheap and easy" way to modernise the Czech Republic's 60,000-strong armed forces. Instead, it has opted to re-equip with western equipment, albeit with the

maximum possible offset agreements to ensure that future re-equipment is used to help modernise and integrate the Czech arms industry into the rapidly evolving world of the multinational arms industry.

Since then, the Czech and Slovak governments have taken a different line towards re-equipping their armed forces. Slovakia, along with Hungary, decided to accept Moscow's offer of new MiG-29 fighters and other modern equipment in return for the cancellation of Soviet-era debt. Prague refused what Mr Necas calls the "cheap and easy" way to modernise the Czech Republic's 60,000-strong armed forces. Instead, it has opted to re-equip with western equipment, albeit with the

only one of the pillars of our procurement strategy. First we have to train air and ground crews and build up our maintenance infrastructure. We will lease aircraft for training and will delay buying planes until early in the new century," Mr Necas explains.

The eventual choice will partly depend on the offset arrangements. One of the main aims will be to ensure a future role for Aero Vodochody, which produced trainers and light attack aircraft for Comecon and overseas markets such as Thailand and Egypt.

McDonnell-Douglas and Lockheed are among US arms contractors offering their wares, alongside Dassault of France, and Saab, of Sweden. But the Czechs are thinking only of leasing a few aircraft in the first instance. "New fighters are

raise this gradually by 0.1 per cent of rising GDP a year for the next four years so that by the start of the new century defence spending will be around 2.4 per cent of GDP, around the European average.

"We are still debating whether to maintain a largely conscript force or go professional," Mr Necas says. "The decision will be a political one and will have to take future Nato requirements into account. We need better mobility and will take on a commitment to defend our future allies once we join Nato."

The aim is to form a more professional and mobile force, distributed more nationally around the country. But relocation is expensive, and finding suitable recruits in a country with low unemployment and high salaries for competent, multi-lingual professional people makes recruitment a headache.

Until now, the bulk of the armed forces has been made up of conscripts serving for

12 months. But 27,000 of the 60,000-strong defence force are ex-professionals. A battalion of 1,000 men is currently serving in the Nato-controlled UN peace implementation force in Bosnia.

"We are still debating whether to maintain a largely conscript force or go professional," Mr Necas says. "The decision will be a political one and will have to take future Nato requirements into account. We need better mobility and will take on a commitment to defend our future allies once we join Nato."

The debate is likely to favour continued conscription and a largely citizen army. But staying with conscription will also require big changes in the system. At present, the armed forces would only grow by a factor of three or four in case of mobilisation, compared with multiplication rates of eight in Norway and 11 in Finland.

The Sudeten Question • by Anthony Robinson

## Confronting the past

Czechs have been less quick than Poles to discuss past grievances

The most difficult thing to forecast under communism is the past, according to the old joke in communist times. That was when former heroes became enemies of the people overnight, and people and events alike were simply written out of the history books or air-brushed out of the photographs as the ideological line shifted.

But as the Czech Republic and other former victims of Nazi and Soviet occupation prepare themselves for entry into Nato and the European Union, they are being forced to take a fresh look at painful episodes from the past and relations with their neighbours.

"What this country needs is a brutally honest debate about the past," argues Jiri Pehe, one of the country's most thoughtful political analysts. "People are still very provincial and intolerant,

our political culture is confrontational and personal, politicians are often driven by intense personal hatreds, and there is an intolerance towards anything foreign, especially the gypsies," he adds.

Confronting the past means above all confronting the strong "victim mentality" of people who felt betrayed by Britain, France and the western powers at Munich in 1938. They watched helplessly as Hitler used the ethnic German minority in the Sudetenland to facilitate his conquest and division of the first Czechoslovak Republic, and then suffered 45 years of Soviet control which became even more heavy-handed after the Warsaw Pact invasion of 1968.

Czechs lacked the liberty to deal with the past while the Germans have had over 50 years to try to come to terms with their complicity and involvement in the Nazi period. But the Poles, simultaneously invaded by both Germans and Russians in 1939, have been quicker to engage in talks with both former enemies over past grievances.

The Russians finally admitted that the NKVD secret police, not the Nazis, had massacred thousands of Polish officers in Katyn forest. Willingness to confront this and similar issues could raise the historically fraught Polish-Russian relationship to higher levels of mutual respect.

The first Solidarity government, led by Tadeusz Mazowiecki, also placed a high priority on resolving similar questions with Germany, prior to signing a Polish-German treaty with Chancellor Helmut Kohl.

The treaty guarantees Poland's western borders, which enclose large parts of the pre-war German provinces of Pomerania and Prussia from which millions were expelled or fled as the Red Army advanced. Plain-speaking helped to save many wounded and paved the way for a sharp increase in German investment and tourism, although Poles still refuse to allow German citizens to buy land there.

The Czech Republic has been slower to face up to similar traumatic questions. This is largely because Czechs continue to see themselves as victims with nothing to apologise for, Mr Pehe argues.

"What needs to be faced is the fact that many Czechs collaborated with the Nazis and the communists," he says. "The Czechoslovak Communist party, after all, had 1.7m members in 1989. But the main problem is that many Czechs simply do not see the forcible expulsion of over 3m Sudeten Germans from their homes and farms in 1945 as a moral issue which has to be faced."

The Czech Republic, divorced from Slovakia in 1993, is bounded on two sides by Germany and German-speaking Austria. Further north and east, the Polish border runs through parts of Silesia, which were also German-speaking before the war. In 1945, three years before the communist takeover in February 1948, the inhabitants of the villages

which had hung out Nazi flags to greet Hitler's invasion in 1938, were forcibly expelled in the dead of winter and sent back to Germany in freight trains, trucks and on foot.

Most of the 3m refugees settled in Bavaria, where they kept up their old traditions and organised themselves into a powerful political lobby. Their votes help to keep the Christian Social Union in power in Bavaria and tie the hands of

Chancellor Kohl in Bonn. Many seek compensation for their lost homes and farms and an apology for their treatment at the hands of the Czech army and police half a century ago.

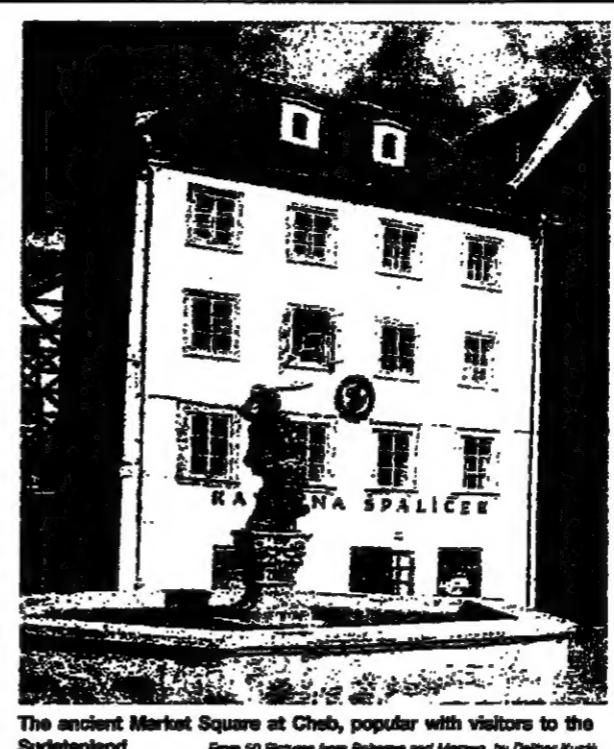
That apology is proving hard to extract. Mr Pehe is among those who argue that this is partly because those who were persecuted as moralists and hopeless dreamers when the Civic Forum alliance which managed the "Velvet Revolution" split up in 1991 lost their power to influence events.

The pragmatists took over and imposed their values on society and on the economy. "They achieved macro-economic stability but paid little heed to corruption or enterprise reform, so the economy is also now a bit rotten inside," he adds. "The danger is that we could drift into the 21st century without any honest introspection and with democratic institutions without real content."

Whether this gloomy prognosis comes to pass could well hinge on whether the government summons up the political will to push ahead and reach agreement with Bonn on the wording of a long delayed Czech-German declaration. The declaration, which Chancellor Kohl has said he would like to be able to sign before Christmas, would express German contrition for the invasion, occupation and demolition of the democratic Czechoslovak state in return for an apology from the Czech side for the human rights abuses suffered by the Sudeten Germans in the bitter aftermath of war.

The formal normalisation of relations between the Czech Republic and its powerful western neighbour would help to ease entry into the EU and Nato and underpin rapidly-expanding personal and economic ties between the two countries.

More than 100,000 Czech workers cross the border to work in Germany each day, and floods of German tourists travel in the opposite direction. Millions drive through the Sudetenland and wander around the many beautiful towns and cities of a country which was once the industrial heartland of the Habsburg empire and has always had close cultural and economic links to the German-speaking part of Europe.



The ancient Market Square at Cheb, popular with visitors to the Sudetenland

From 50 Pictures from Bohemia and Moravia, by Zdenek Kralik

which had hung out Nazi flags to greet Hitler's invasion in 1938, were forcibly expelled in the dead of winter and sent back to Germany in freight trains, trucks and on foot.

Most of the 3m refugees

settled in Bavaria, where they kept up their old traditions and organised themselves into a powerful political lobby. Their votes help to keep the Christian Social Union in power in Bavaria and tie the hands of

## The New OMNIPOL - the Powerful Return.

**Q** Talk about the advantages offered investors for Prague based real estate development projects compared to those in other Eastern European cities?

**A** "Aversely, is the result of one of the problems I mentioned earlier, namely, the difficulty of getting planning procedures approved. This means there's no overbuilding and rents are steadily increasing. In other European cities and especially in Poland and Hungary, rents are falling. With low inflation and a GNP of over 5 per cent, Prague offers real prospects for profits, not inflationary ones, and the currency is stable and fully convertible."

**Q** Then you would suggest the potential for return on investment is higher for Prague projects than those based in Western European capital cities?

**A** "Obviously yields are higher here than in any Western European capital. Prime office yields are around 9 per cent, compared to 6.5 per cent in London and 5.5 per cent in Frankfurt. In the case of Budapest or Warsaw, yields are higher than in Prague, but there the rental growth, in my opinion, has already peaked. Here it is still a question of demand outstripping supply. Our Pavilon shopping centre is providing us with an 11 per cent yield and is all leased. Our residential schemes are providing us with yields of over 18 per cent."

**Q** Of the projects you are currently involved in, has financing been received primarily from domestic or foreign sources?

**A** "Unfortunately, most of our financing is still through foreign sources. Hopefully, the Czech pension funds and banks will catch on soon that real estate is the perfect hedge against inflation and if it is well structured, a safe and secure investment."

**A** "Fortunately the Austrian, Dutch and some German banks are filling the gaps. Personally I am disappointed that more British and American banks have not recognized the potential here, but I am sure it is only a matter of time."

**Q** What types of real estate development projects offer the greatest potential for return, given the current climate?

**A** "In the short term, residential offers the best return but for long-term growth, the best market is retail. Retail sales grew over 20 per cent last year in Prague and will do over 25 per cent this year and the international retailers are coming into Prague in increasing numbers. The Czechs will soon attain an affluence similar to the rest of Europe. Living costs here are very low, so disposable income is often higher today than in many Western European countries."

**A** "Our Pavilon shopping centre is just a local shopping mall of 60 shops and a supermarket which many people here said was too smart for the Czechs. Yet around 6,000 people a day go through our doors, and 95 per cent of them are Czechs and for every shop we have a waiting list of tenants wanting to move in. So we think the future is in retaining and, out of town office parks."

**Q** What projects does Prague Investments have on the drawing board now that might be of interest to investors?

**A** "Without doubt, our Kempinski Park project at Chodov on the main Vienna-Budapest highway is the most important project. It's not just on our drawing board, it's in the Master Plan for the city. It represents up to 10 normal 'stand-alone' developments in Prague. It is highly visible to one of the busiest roads in Europe and will provide jobs for thousands of local people. Already, because it is so well served by public as well as private transport and because we can tailor buildings to tenants' demands, it is attracting serious pre-lets. We'll be providing corporate offices, a smart park for flexible uses, and retail and leisure outlets all on one site. It is a small, self-contained city within a city."

**A** "Of course, for sheer romanticism and excitement, our Kempinski Hotel and the retail shops around it are the jewels in the crown. To be part of a project that embraces everything that's best of Prague, encapsulating over 700 years of its history in one of the best sites in Europe... is to me the most rewarding, not just financially, but creatively."

**Q** Do you find it's hard to convince investors of the viability of Prague development projects or does the city's reputation for growth sell them on?

**A** "It is extremely hard right now... largely because the investment market is still very immature and secondly because investors seem to be smitten by the markets that are larger, such as Poland and developed first, such as Hungary. Those are high-risk countries, with hyper inflation and unstable currencies, so the yields are high. They think the yields here should be the same but the Czech Republic is not like its neighbours. Potential investors believe this is a risk country and they want to know what returns you get in Russia, but the risks are far from comparable. The Czech Koruna has been appreciating against the Deutsche Mark recently, keeping the country well on course for meeting the single currency criteria. Once the Czech Republic has entered the European Union, which should be soon, and the German Open and Closed funds are allowed to invest here, the market here will take off."

**Q** The leading site of Prague Investments' business has worked out very well for us. But on the financing side there's still a problem."

**Q** Mr. Miller, an architect, was interviewed by Mark Nessmith, a Prague-based writer and editor who has lived in the Czech Republic for the past three years.

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sary of the founding of an independent Czech-Slovak state, surprisingly urged the need for having a national army orientated to the Western democratic mechanisms of defence, and a strengthened confidence in the Czech Army.

The appeal made by President Havel was far from being mere coincidence. It stressed the necessity and significance of the process which has been on the rise in the Czech top engineering industry, namely the tendency towards a considerable degree of concentration.

The newly emerged strong Czech industrial groups include such companies as the Chemapol Group which has been drawing from rich domestic traditions, while adapting to contemporary needs of (not only) the domestic market.

Such a conceptually strong industrial, business and financial group reflect a substantial effort of the Czech Republic to join the European and world structures, namely the E.U. and NATO.

In autumn 1996, the Chemapol Group took over a decisive, three-fourths, share in the Prague-based Omnipol joint-stock company.

This name is quite familiar to all those, who in the past decades, had something to do with the aerospace and arms industries. Omnipol had practically been a monopolistic exporter of the sophisticated aerospace and arms products and the best among arms industries of the then Eastern bloc.

Today, the Omnipol joint-stock company ranks among the best Czech firms, as stated by all official as well as prestigious unofficial ratings. In mid-1996, that is prior to its becoming a member of the Chemapol Group, Omnipol's turnover amounted to 1.3 billion Czech Crowns even after an almost 30% decrease in its labour force. This means a slight rise in comparison with the previous period. An estimated income for the first half of 1996 amounted, after taxation, to some 30 million Czech Crowns, which is by one third higher than the expected result.

Since the company was acquired by its new owner, its management has been exerting every effort to sign contracts of exclusive representation with Czech producers of aircraft and air technology, with the most significant engineering companies and with arms and armament systems producers, with the intention of again representing the best of Czech engineering.

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## 6 THE CZECH REPUBLIC

Steel • by Vincent Boland

## Sales offer fresh start

A once-mighty industry comes to terms with the collapse of a customer base

Czechoslovakia was one of the steel centres of the steel-bitten former Soviet bloc. By the end of the 1980s it was turning out 15m tons a year from five huge plants, one ton for every man, woman and child in the country. Disposing of it was never a problem; the Soviet Union had an insatiable appetite, while the local armaments industry also consumed great quantities.

Not surprisingly, the industry was among the hardest-hit when Comecon collapsed alongside communism. Russia could not afford to pay market prices, and suddenly had more than enough steel of its own as industrial and arms output plummeted. At the same time, the Czechoslovak arms industry went into terminal decline.

Today, the Czech Republic has three big, functioning steel plants - Vítkovice, Nova Hut and Trinec, all in northern Moravia, turning out 6m to 7m tons annually. A fourth, Poldi, near Prague, folded earlier this year after a disastrous privatisation. The old federation's fifth plant - VSZ in Kosice, Slovakia - is perhaps the entire region's most modern and aggressive producer after an astutely handled restructuring process under an innovative management team. This autumn, VSZ expanded its reach by buying 20 per cent of Trinec.

Now Vítkovice and Nova Hut are about to be given a new lease of life. The government is preparing to sell 15 per cent of each to private financial investors in an innovative privatisation process that also involves giving management an option to buy up to 15 per cent of each company in five years if certain fairly stringent conditions are met, including a doubling of their share price. In addition, Nova Hut is close to securing \$400m in outside financing that, added to an additional \$250m of internal resources, will pay for a massive restructuring

programme which began this year and will continue to the end of the decade.

The programme has several aims, says Jan Svoboda, the project manager. Its centrepiece is the construction of a new mini-mill at the plant, in Ostrava. ICF Kaiser, an US engineering company, has been selected to install the mill, which will increase production of sheet metal to 1m tons from 700,000 tons currently. Sheet metal accounts for up to 45 per cent of total European steel demand, and Nova Hut wants to capture a greater share of that market to compete with VSZ, its chief regional rival, and supply the fast-growing automobile and consumer durable markets.

The programme also involves another big reduction in emissions of pollutants. Any visitor to Ostrava can testify to the foulness of the air, though managers at both Nova Hut and Vítkovice insist it is cleaner than in Prague. Both companies say much progress has been made in cutting emissions of dust and gases to levels prescribed by the European Union.

About \$250m of the investment programme at Nova Hut will come from the International Finance Corporation, another \$100m from Czech banks, and the rest from internal company revenues, which amounted to Kč24.3bn in 1995. Vilas Thapar, director of the IFC's Czech office - which, ironically, is being scaled down following his appointment as the institution's Paris-based head of European operations - says the funding was preferred because of the IFC's belief that Nova Hut can become "a competitive long-term steel producer in this part of the world".

The IFC loan package is expected to be in place by the end of January. Because its charter forbids it from investing in projects where private investors do not have a majority stake, IFC involvement has forced moves to reduce state ownership at Nova Hut. The Czech National Property Fund, the state holding company, is currently choosing a lead manager for international offerings of 15 per cent of



The country's steelsmithing goes back four centuries

both that plant and Vítkovice. When these stakes are sold - the deadline is the end of June 1997 - state ownership of both will be reduced to 49 per cent.

To attract investor interest, the NPF has unusually shown some imagination. It is in the process of selling a 1 per cent stake in each company to management and giving them options over another 15 per cent, exercisable in five years' time at today's share price. This is a powerful incentive to executives to make their restructuring a success.

Their success is important for the overall health of the Czech economy, observers say. The country has a steelsmithing tradition going back to the 16th century, when ore was discovered in the hills around Ostrava. In 1828, Rudolf Jan, Archbishop of Olomouc in central Moravia, built a smelter in what was then the village of Vítkovice. Archbishop Jan was a member of the Hapsburg family and owned ore mines in Sweden and coal mines in the Ostrava region. The plant was bought in 1843 by a branch of the Rothschild family, and it remained in their hands until it was seized by the Nazis in 1939.

Today, the village of Vítkovice has effectively become the town of Ostrava, home to 300,000 souls. In a perfect example of the communist-era concept of the "company town", the steel plant is situated right in the middle of the city. Its miles of pipelines, coal chutes and electrical wiring weave around Ostrava like the tentacles of an octopus, locking

plant and town together in an embrace of mutual dependency. Nova Hut (literally, New Ironworks) was conceived in 1937 and building started under the Nazis. It was not finished until the early 1950s, when it became an integral part of the eastern bloc's steel industry.

Just 5km apart, neither competes with the other in product range, but there is a sense of rivalry nonetheless. It was inevitable however, given their proximity, they would eventually be forced to co-operate. Vítkovice's blast furnaces, which are virtually on Ostrava's high street, are to be shut down so those operations will be concentrated on Nova Hut.

The notion of merging the two and further rationalising operations remains in the air. Jaroslav Dusil, Vítkovice's finance director, says the idea was considered and discarded in 1990 and 1995.

"The government felt a merger would be premature. It decided to let new owners decide that question eventually," he says. "A merger would seem to be a very logical move. It seems strange to have two separate companies just 5km from each other."

It is an issue that may eventually arise when both companies are more fully privatised. If executives at both companies succeed in implementing their restructuring proposals and get that share price to double, the state holding in each will be cut to 34 per cent by the end of 2000. By then Czech steelsmakers should have a clearer idea of their future.

## INTERVIEW Zdenek Bakala

## 'There are too many markets'

Zdenek Bakala, founder and chairman of the investment bank Patria Finance, laments the weaknesses of coupon privatisation and argues the case for a genuine equity culture. As co-head of CS First Boston in Prague from 1990 to 1994, he was in at the start of economic reforms and the birth of capital markets. Here he gives his views on progress so far, in an interview with Vincent Boland and Anthony Robinson

**Q:** What are the problems facing investors in the Czech capital markets?

**A:** For a start, there are too many markets. Trading takes place on the Prague stock exchange, the over-the-counter market, the RM-System [a regional exchange for small investors], and the grey market.

There is not a single place where aggregate supply and demand are concentrated and where a price is determined that could be viewed as an objective market price.

But I would draw a distinction between the debt and equity markets. We have a small, growing and active debt market run by professionals. The problem is on the equity side. Voucher privatisation was an absolutely correct idea, but it was not executed in an optimal way - and actually prevented the creation of a proper equity market.

**What are the consequences of that?**

Companies are controlled by banks and therefore do not have access to debt under competitive conditions. At the same time, they are being prevented, explicitly or implicitly, from going to the market to raise fresh equity, which they desperately need. These two factors slow down economic growth.

**What is the cost in terms of company profitability,**

market performance and the pace of industrial restructuring. Every single business in this country needs a very severe and costly restructuring. But they don't have the capital or the motivation to do it. There are exceptions which have been extremely successful, however.

Skoda Auto [now part of Germany's Volkswagen] is a clear example of a company not subject to voucher privatisation and to this vague equity market. Here, the results are very different. Today, the company is thriving.

Your argument is that standard privatisation is proving to be more successful than voucher privatisation?

My argument is that standard privatisation, when compared to voucher privatisation which has not been efficiently executed, is more successful.

**How can companies privatised through vouchers catch up?**

In the near future there may be, by law, a loosening of the relationship between the financial and industrial sectors. So I don't necessarily think it is too late. Despite all the flaws there still is a rational and attractive business opportunity here.

The real difference is a time horizon difference. In this market, if you are a short-term - a speculator

- you can get rich very quickly. But in the process of getting rich you will have to perpetuate and cement the flaws of the system. That is the danger.

Perhaps it was right at the beginning to set up a loose system. This allowed assets to float around and find somebody who wanted to own or control them; it allowed for all the pent-up desires for money or power or whatever to be flushed through the system. But

that can be taken advantage of. But a body of law cannot be created overnight.

Is there a moral vacuum, or a lack of clear legislation? I think it is more a lack of historical experience. For example, the concept of fiduciary responsibility, of a higher standard of responsibility than in normal commercial contracts, doesn't exist. That is the problem, not somebody embezzling 20 billion crowns and disappearing. The problem is the little inefficiencies, the small degradation of the value of assets given to the public, to the beneficiaries of voucher privatisation. If somebody steals money, fine, let's have the police look for him and let's see if we can find a law under which he can be prosecuted.

In most cases we will not be able to do so, but that is not the problem. The problem is the lack of standards which allows the system to function without giving full benefit to the owners of assets.

It seems the political tide has turned somewhat. How does it look to you? The electorate was curious [in June] in a way it [the dominance of the Klaus government to June] was not. The Social Democrats failed to take advantage, and the senate election has shown the result.

Do you think the mandate given to the senate, and by extension to the government, is somehow unconvincing because so few voted? I don't believe so. A year from now nobody will remember the turnout.

Will the result give the prime minister the bounce he needs to get the government back on track? I think so. With a clear mandate in the senate the coalition will be strengthened.

to the central bank, even though gross pay at just under Kč10,000 a month, is still relatively modest. Nevertheless, the average Prague-based worker earns up to Kč20,000 more than his or her counterpart outside the capital, while incomes in the fast-growing financial services sector, heavily oriented towards Prague, are generally higher than in other areas of industry.

So far this year three new shopping centres have opened within spending distance of each other on Na Prikope, the central Prague street that is already the financial centre of the Czech Republic - it houses the central bank and the headquarters of four of the country's biggest banks - and is fast becoming the capital's entertainment and commercial hub.

Marks and Spencer, the UK high street retailer, opened its doors there in October, the key tenant in the new French-built Mysleek shopping and office complex that has dismayed architectural purists but provided some much-needed serviced office and retail space in the crowded centre of Prague's busy Old Town.

At the corner of Na Prikope and Wenceslas Square, the Koruna Palace, a magnificent pile dating from the 1910s, has also been converted into shopping and office areas. This building is now home to the nation's first Dunkin Donuts as well as its first megastore - two floors of CDs, videos, hi-fi and bars developed by Bon-ton, an expanding entertainment company headed by Martin Kratochvil, sometimes dubbed the Richard Branson of the Czech Republic.

Further up on Wenceslas Square lies the Daret building, a new office and shopping complex hidden behind the original building that was demolished to make way for it.

Out-of-town malls are also cropping up. Ikea, the Swedish supplier of home furnishings, is developing a huge mall on the city's outskirts, while another is taking shape in a suburb on the opposite side.

Some retailers say that what attracts them to the Czech Republic is relatively high levels of disposable

income. While local shopping habits still tend towards the somewhat dowdy and customer service is poor, there is growing evidence that consumers are increasingly prepared to spend money rather than save it. One reason why the Czech trade deficit is high is because an ever-increasing number of people are buying imported luxury consumer goods such as cars, hi-fi equipment, jewellery and clothing, economists say.

That has not stopped braver pioneers, who are helping to change the face of Czech shopping. One consequence of the new fad for shopping centres is that it

represents a shift away from the traditional concept of the "pasaz" or passageway off the main streets. These hidden spaces, some spectacularly beautiful, others run-down, are where most shops are still to be found.

While the Myselek development retains many of the aspects of a "pasaz", the Koruna Palace is a definite change - a shopping centre on four floors. When Mr and Mrs Novak go shopping this Christmas, they are very likely to be spotted riding the escalators.

Vincent Boland

## CASE STUDY Consumer spending

## Shopping for a bright Christmas

When Mr and Mrs Novak go shopping this Christmas, they may find that their favourite shops have moved. This year has seen an acceleration in the growth of that very American phenomenon, the shopping mall, right in the heart of central Europe. It is changing the way Czechs do their shopping, and it looks as if it is here to stay.

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